Digital marketing and your startup
Business context

• Democratisation of communication
• Inversion of power relationships
• Communication production in hands of many
• Growth in peer-to-peer
• Mobile
“...a shift towards the individual as the centre of a network of relationships mediated and enabled by technology...”
Marketing matters

“Marketing is the process of planning and executing the conception, pricing, promotion and distribution of your ideas, goods or services to satisfy the needs of individual consumers or organisations.”

Marketing vs Digital Marketing

• One way
• Monologue
• Hard to measure
• Expensive
• Long lead times
• Set and forget

• Two way
• Dialogue
• Easier to measure
• Cheaper
• Short lead times
• Constant tending
<table>
<thead>
<tr>
<th>OBJECTIVES</th>
<th>WHERE ARE WE NOW?</th>
<th>CORE BRAND VALUE</th>
<th>COMPETITION</th>
<th>TARGET AUDIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top 3 business objectives</td>
<td>Brief SWOT Analysis in the context of top challenges faced in meeting objectives</td>
<td>Compelling position statement of your brand and the value it offers</td>
<td>Top 3 competitors</td>
<td>Top 3 customer segments and 2-3 customer personas per segment</td>
</tr>
<tr>
<td>KEY METRICS</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>Key metrics to measure success of your marketing efforts.</td>
<td>9</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MARKETING BUDGET</td>
<td>TIMELINE</td>
<td>CHANNELS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Content Marketing and SEO</td>
<td>Broad outline of 1 week/1 month/ 3 month/ 6 month/1 year marketing campaigns.</td>
<td>Path to customers</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Types of digital marketing

- Email Marketing
- Search Engine Optimization
- Paid Advertising
  - Pay per click (PPC)
- Display Advertising
- Social Media Paid Marketing
Types of digital marketing

- Content Marketing
- Video Marketing
- Mobile Marketing
- Retargeting
- Affiliate Marketing
- Public Relations
Must do

1. Email Marketing
2. Search Engine Optimization
3. Social Media Marketing
Some key starting points

• Monitor your business online
• Assign responsibility for social channels
• Include social media in digital strategy
• Link digital strategy to marketing strategy
• Ensure cross media planning in place
• Develop mechanisms to track progress
Build your own digital ecosystem
Do not become hostage to a platform you do not own
The challenge

• Create and manage loosely connected networks
• Grow a business in a networked world
• Engage people so they want to know more
• Garner advocates for your business
• Focus outward while protecting your brand
10 Tips for integrating social

1) Digital strategy
   Social is just part of it, includes websites, email marketing, etc.

2) Tactical plans
   For implementation of campaigns

3) Resource plan
   Social is not free it needs people and tools

4) Tools
   Required to enable management, tracking and monitoring

5) Metrics
   Need to be decided prior to implementation to enable effective reporting
10 Tips for integrating social

6) ROI
   Need to track investment and results

7) Reporting
   For good governance

8) Roles & responsibilities
   Defined and clear to all parties, in particular governance

9) Cross media plan
   Integration with other digital and marketing activities

10) Risk management
    Includes social media policies and procedures and crisis management process
Do not discount email

In 2017, global e-mail users amounted to 3.7 billion users. This figure is set to grow to 4.1 billion users in 2021.

Source: Statista
Email has a median ROI of 122% – over 4x higher than other marketing formats including social media, direct mail, and paid search.

Source: DMA and Demand Metric
4 focus areas for bots

1. Social commerce: Help customers research or complete purchases.

2. Customer care: Use a bot to reduce frequently-asked-questions interactions that could easily be automated, giving social teams more time to build relationships.

3. Content delivery: Help social audiences binge-consume related content after discovering you on social channels.

4. Analytics: Reduce manual reporting and use predictive analytics to arrive at insights faster.

What about trad media?

• Don’t discount this
• Think about your brand and customer alignment
Out of home advertising

Takeaways

1. Monitor your brand
2. Own your own ecosystem
3. Plan your social media marketing
4. Governance matters – bake it in from the start
5. AB testing is your friend
Thank you

• Kate Carruthers
• k.carruthers@unsw.edu.au