

Strategy in a digital world

CETABC – May 2014

What is digital strategy?



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What is digital strategy?

Process of specifying an organization's vision, goals, opportunities, and initiatives in order to maximize the business benefits of digital initiatives to the organization

- Wikipedia

Digital strategy in 10 easy steps

Step 1: Mission & Vision

Who you are and what you stand for

Step 1: Mission & Vision

Establishing mission and vision will help you keep you on track:

- Tone/Voice
- Topics of conversation
- Channel selection
- How you conduct yourself in the digital world



range
ILD



narva9
@narva9

Irreverent communicator with an academic interest in post-secondary communications and marketing and creative commons music.
Vancouver

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Step 2: Goals & Objectives

Knowing what you want to achieve will make succeeding easier

Step 2: Goals & Objectives

- Understand and set priorities
- How your digital presence is structured and it funnels your audience
- Set measurable goals



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 [skittles.com](#)

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POSTED BY @SKITTLES ON TWITTER
THURSDAY, JANUARY 8 AT 1:40PM

1. Go to store. 2. Get Skittles. 3.
Don't leave Skittles near me.
#selfawareness

BETWEEN THE RAINBOW

[Retweet](#)

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Step 3: Advocates

Identify advocates you can build long term relationships with

Step 3: Advocates

Leveraging relationships can:

- Amplify your reach
- Give you credibility

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Langara College @langaracollege · 25 Jan 2010

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Jennifer Woron @obyrejm · 24 Jan 2010

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Step 4: Audience

Identify and get to know your audience.

Step 4: Audience

The more you know, the more you can:

- Target your digital advertising
- Develop meaningful content
- Develop appropriate communications channels

Google Adwords:

+ KEYWORDS											
Edit Details Bid strategy Advertise Labels											
<input type="checkbox"/>	<input type="checkbox"/>	Keyword	Campaign	Ad group	Status	Max. CPC	Campaign type	Campaign subtype	+ Clicks	Impr.	CTR
Total - all account									0	0	0.00%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	graphic design Photoshop course vancouver BC	Publishing program	Publishing	<input type="checkbox"/> Campaign ended	CA\$1.50	Search Network only	All features	0	0	0.00%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	video Flash course vancouver BC	Publishing program	Publishing	<input type="checkbox"/> Campaign ended	CA\$1.50	Search Network only	All features	0	0	0.00%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	magazine publishing course vancouver BC	Publishing program	Publishing	<input type="checkbox"/> Campaign ended	CA\$1.50	Search Network only	All features	0	0	0.00%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	magazine career vancouver BC	Publishing program	Publishing	<input type="checkbox"/> Campaign ended	CA\$1.50	Search Network only	All features	0	0	0.00%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	web design school training vancouver BC	Publishing program	Publishing	<input type="checkbox"/> Campaign ended	CA\$1.50	Search Network only	All features	0	0	0.00%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	design publishing school training vancouver BC	Publishing program	Publishing	<input type="checkbox"/> Campaign ended	CA\$1.50	Search Network only	All features	0	0	0.00%

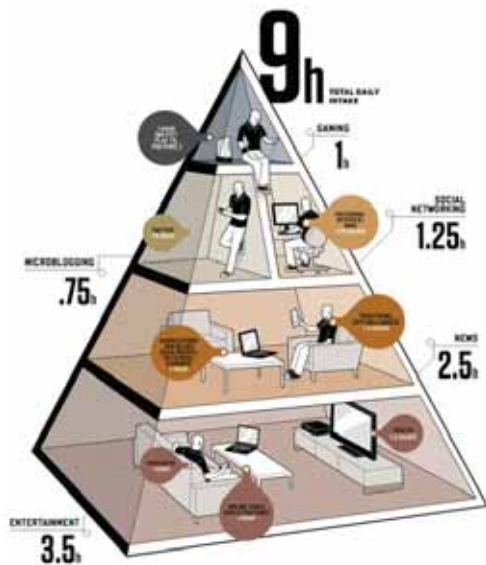
Step 5: Competition

- Identify your competitors
 - Geographically
 - Programmatically
 - Financially

Step 6: Resources

Figure out how much resources you can comfortably allocate to the project

- Technical resources
- Staff resources
- Financial resources



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Step 7: Monitoring

Identify what you want to monitor and how best to monitor the conversation



Step 8: Value

What value do you bring to the conversation?



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Posted by Sylvia Tuason [?] · March 17 · Edited · 18

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Step 9: Content

Provide content that your audience will thank you for

Step 9: Content

- Make content scale-able
- Balance between original and curated content



Retweeted by narva9



Brian C. Bailey @EdTechEmpowers · Sep 18

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Step 10: Measurement

How can you know if you've succeeded if you don't measure:

Step 10: Measurement

- Set your goals at the beginning
- Keep an eye on them throughout
- Test out things and iterate if needed

Step 10: Measurement

- # of retweets
- # of new likes
- # of new subscribers
- minimized bounce rates
- increase in registration
- more visitors to your site
- better conversion rates
- increased event attendance
- wider geographic impact
- more mentions
- higher ranking
- more interaction per post

External Referrers

The number of times people came to your Page from a website off of Facebook.



BENCHMARK

Compare your average performance over time.

webcrawler.com

google.ca

langara.bc.ca

google.com

Others

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Showing data from 05/03/2014 - 05/09/2014

Page Likes

10.4K Total Page Likes
▲ 0.2% from last week

21

New Page Likes
▼ 25%

— This week
— Last week



Post Reach

2K Total Reach
▼ 97.5% from last week

1.4K

Post Reach
▼ 98.4%

— This week
— Last week



Engagement

217 People Engaged
▼ 68.8% from last week

37

Likes

4

Comments

13

Shares

668

Post Clicks



Questions?

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