WEEK 3

minttwist

Messaging Strategy

A Strategic Approach to Marketing

- ‘Always On’ Marketing Strategy (Content)
- Brand Marketing
- Marketing Campaigns

Brand Marketing for Larger Brands

‘Classic’ Face-to-face Sales vs Brand Advertising

- Classic Sales theory
  - Find the potential customer’s pain*
  - Question them on how it makes them ‘feel’
  - Offer them an alternative (fit your product)

**Be careful – you can only be ‘allowed’ to do this after extensive relationship building which is rare I sales people and the difference between a brilliant one and a ‘normal’ one (most of them).*

Brand Advertising Theory

Develop a Relevant Brand Story

+ Create Emotion

+ Link Positive Brand Message

Brand ‘Storytelling’ is long term – Milk Tray

JUST DO IT.

Nike - Brand Awareness (Messaging) Strategy

- Brand Values
  - E.G. Brave, Adventurous, Edgy
- Messaging Topics
  - E.G. Sports, Basketball, Tennis …
- Messages
  - Just Do It, I’m not a role model,

Nike - Brand Awareness (Messaging) Strategy

- Key Message + Humor

  https://youtu.be/Abr_LU822rQ

- Reposition the brand according to consumer trends
  - https://www.youtube.com/watch?v=nMzdAZ3TjCA&feature=youtu.be

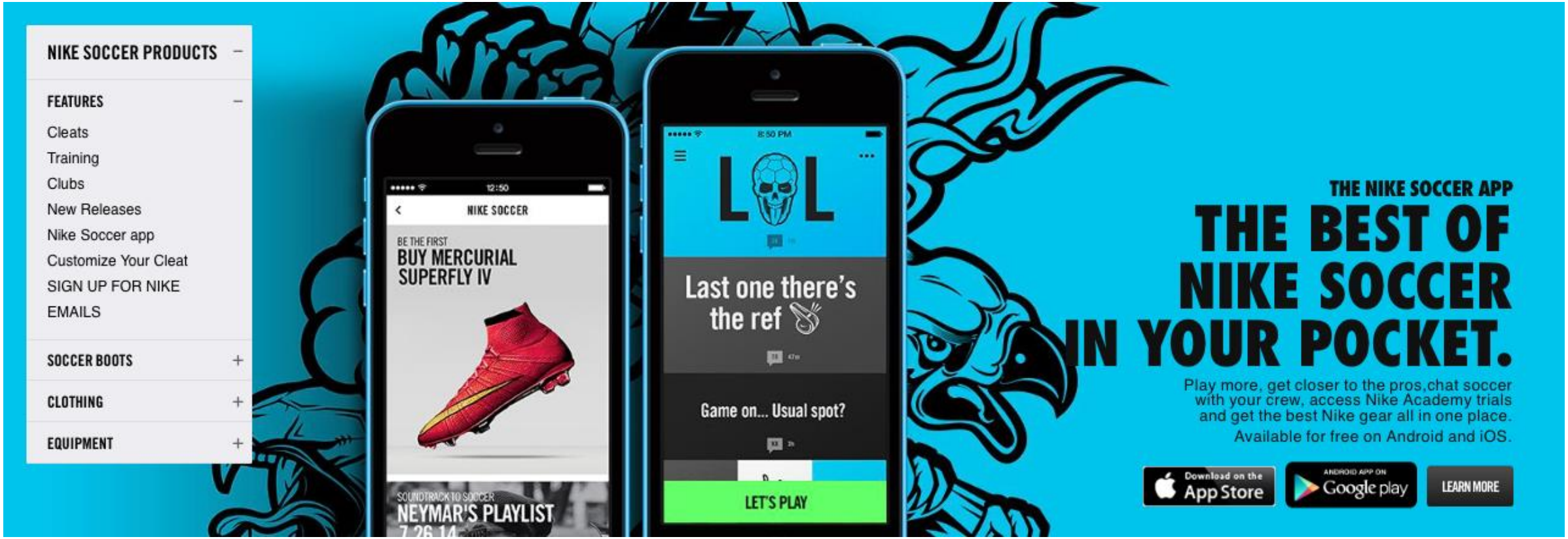
- The rise of experiential Advertising
  - https://www.youtube.com/watch?v=HkFytHPxa_4&feature=youtu.be

TOP : Connect the Brand with the Inspiration

MID : Create Engagement, “Evangelising” Sports

https://www.facebook.com/nike/videos/10155748190598445/

Content for Engagement – “Evangelising” Sports



Store: Sell the dream

PR - Tesla Patent Giveaway

What is the Strategic Logic?

The PR opportunity raised their brand authority and underpinned their message

Campaign Marketing Strategy : Case Study

CLEARING

Clearing campaign strategy

- Maximise the number of students that choose UoG through ‘clearing’
  - Personalise the campaign
  - Ensure maximum engagement during the right time (run-up to clearing)

- The campaign will use the following channels and creatives:
  - Facebook / Instagram
    - Video ads
    - Canvas ads
    - Carousel
    - Slideshow
    - Messenger ads
    - Image ads
  - AdWords
    - Expanded text ads
  - Instagram
    - Instagram stories
  - Snapchat
    - Top snap ad

Clearing campaign strategy

- Phase 1 : Facebook and Instagram for Reach and Targeting
  - Demographic targeting
  - Video and Canvas Ads to create a more personalised, interactive and engaging initial contact with UoG

- Phase 2 : Lookalike and Remarketing Audiences on Facebook and Instagram

- Phase 2 : Capture ”Clearing” related searches

- Phase 3 : Use Retargeting extensively to convert known prospects

- Phase 3 : Introduce snapchat and Instagram stories to deliver “Clearing CTA”.

Campaign timelines

The planned campaign activity is as follows.

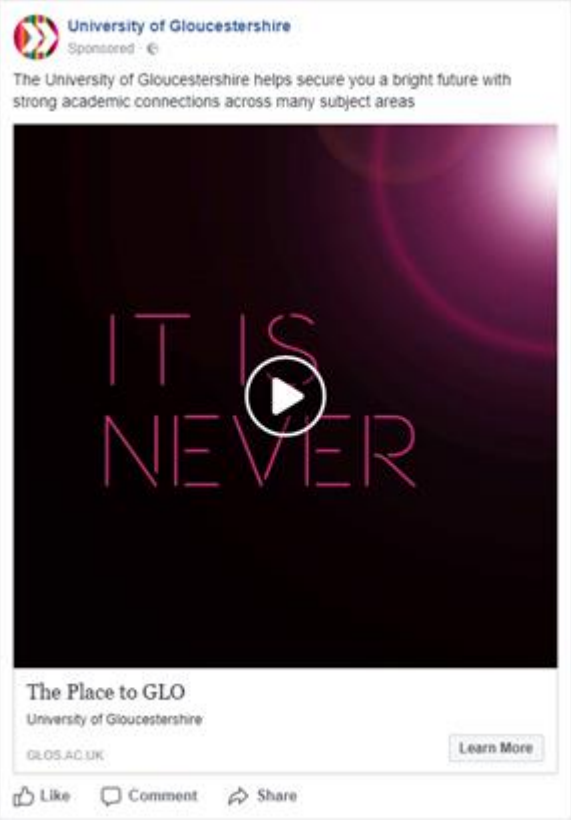
Channel	Campaign audience targeting	January	February	March	April	May	June	July	August	September	October	November	December
Facebook / Instagram	Demographic targeting												
Facebook / Instagram	Lookalike audience												
Facebook / Instagram	Remarketing audience												
AdWords - PPC	Keyword targeting												
AdWords - PPC	Remarketing audience												
Snapchat	Geographical targeting												
Instagram Stories	Geographic targeting												

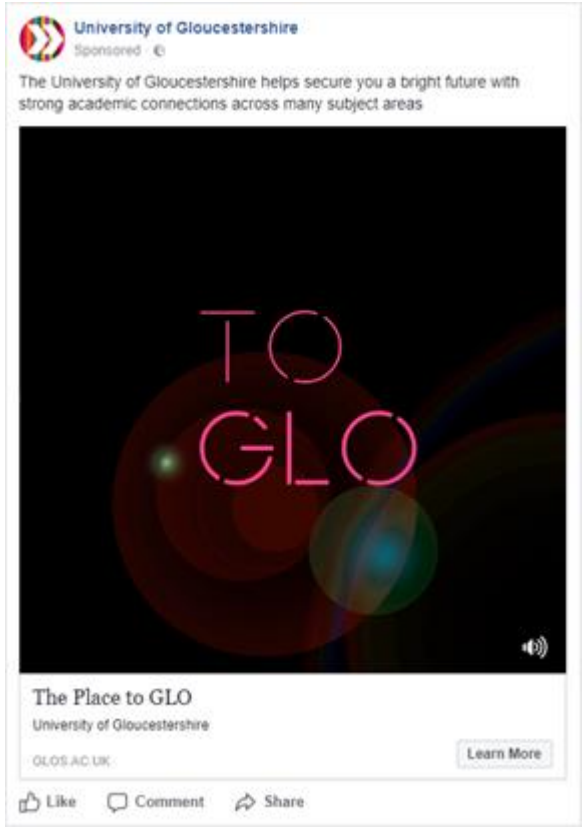
Clearing campaign budgets

Channel	Campaign audience targeting	Budget allocation
Facebook / Instagram	Demographic targeting	£10,000
Facebook / Instagram	Lookalike audience	£10,000
Facebook / Instagram	Remarketing audience	£10,000
AdWords - PPC	Keyword targeting	£25,000
AdWords - PPC	Remarketing audience	£20,000
Snapchat	Geographical targeting	£20,000
Instagram Stories	Geographic targeting	£5,000

Facebook video – Awareness of Opportunity

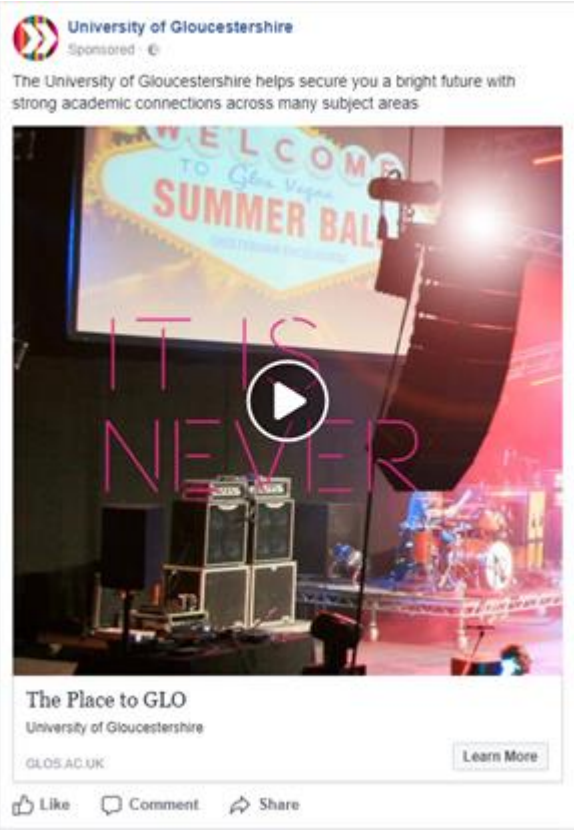
Sideshow and video ads that underpin the opportunity in an inspirational way





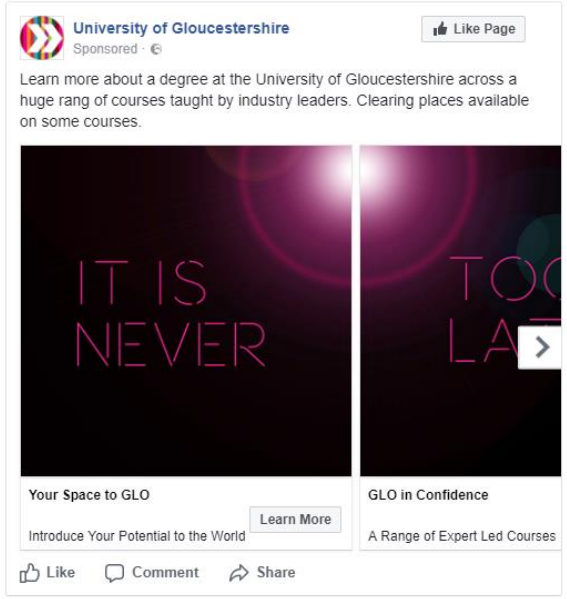
Facebook video examples

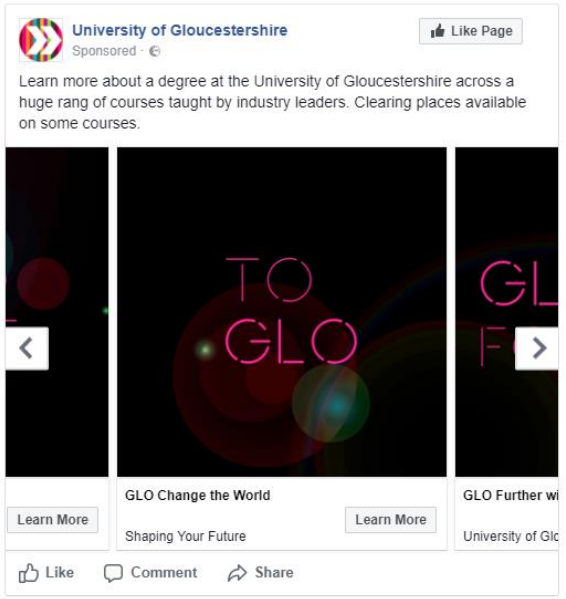
- Content Repurposing - Unlock the potential of existing creative assets.
- Real-time A/B testing to find optimal creative.



Facebook carousel examples

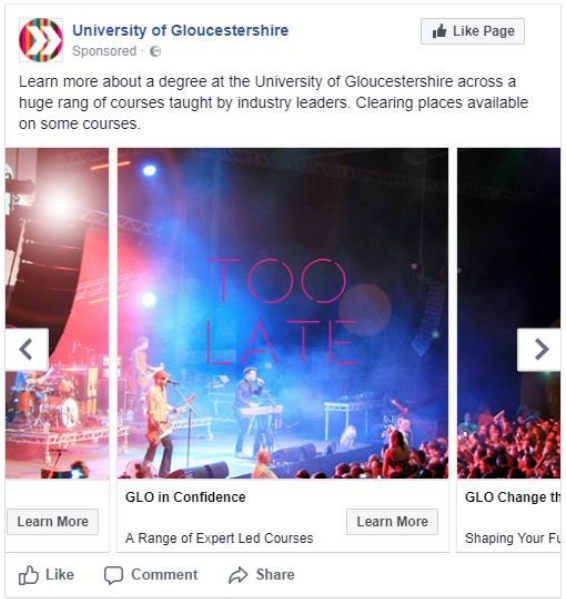
Carousels allow multiple key messages and create an interactive brand engagement experiences

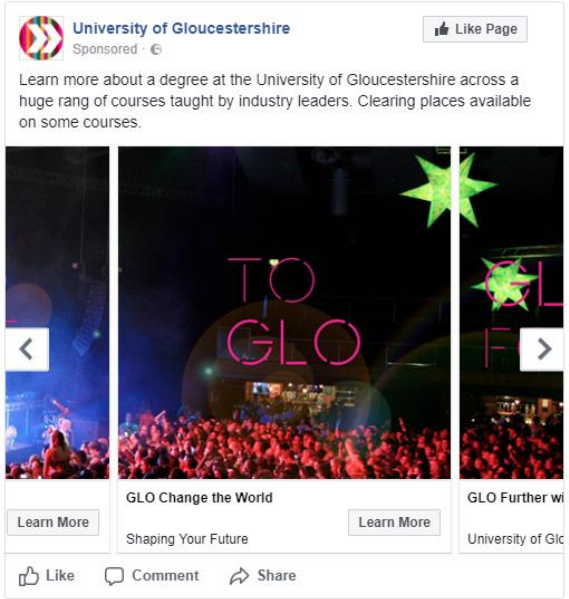




Facebook carousel examples

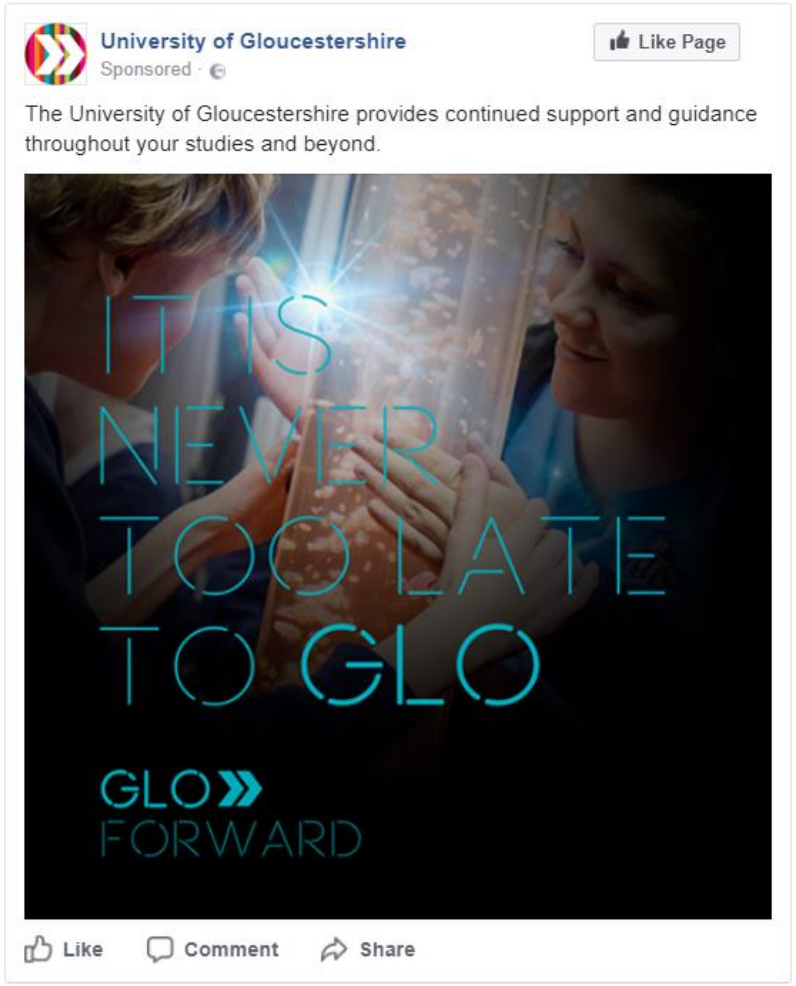
- Here, using a panorama encourages potential students to scroll through the different slides to reveal the whole picture and the full marketing message: It's Never Too Late To GLO. GLO Forward.
- Tease the users into engagement.

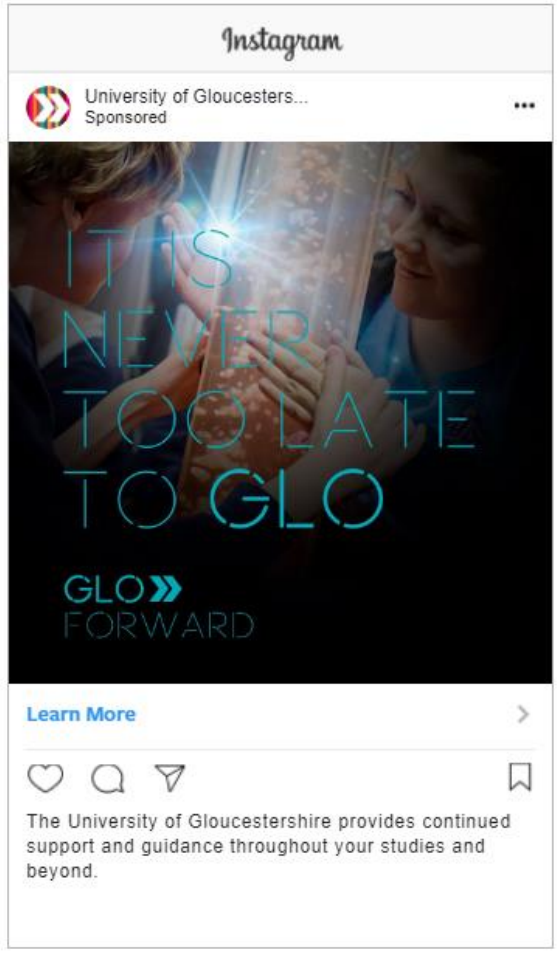




Facebook image examples

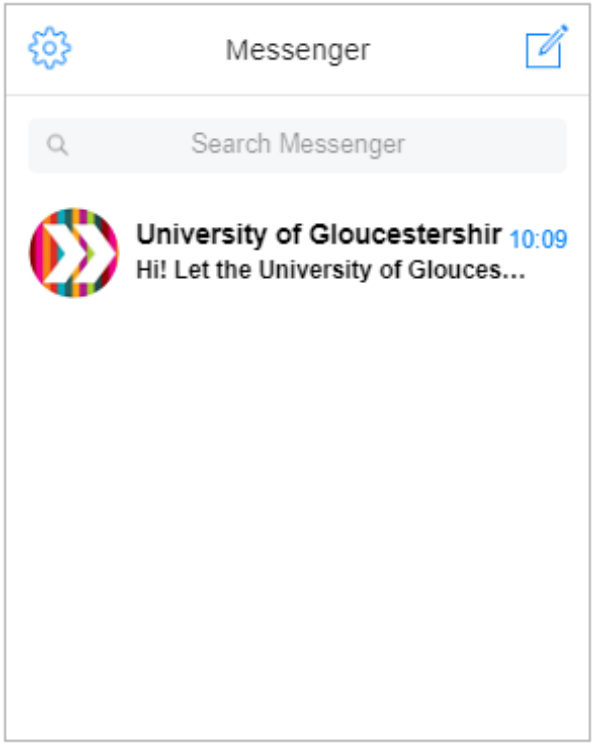
- Conversion is about Direct Response.
- Single image creatives are preferred for **conversion focused adverts** with a specific action tied to the marketing objectives.

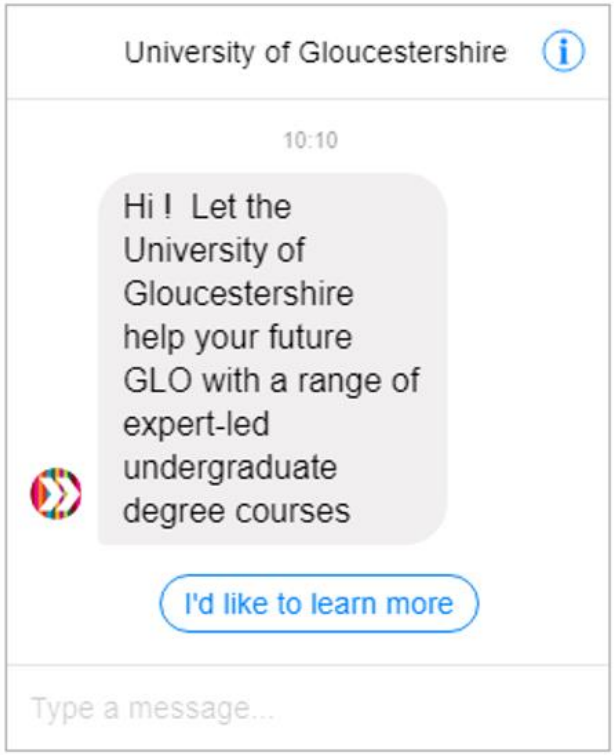




Facebook messenger example

- Online messaging and live chat are extensively used by the target market.
- Facebook messenger ads work well if they mimic the preferred communication methods for target ‘customers’

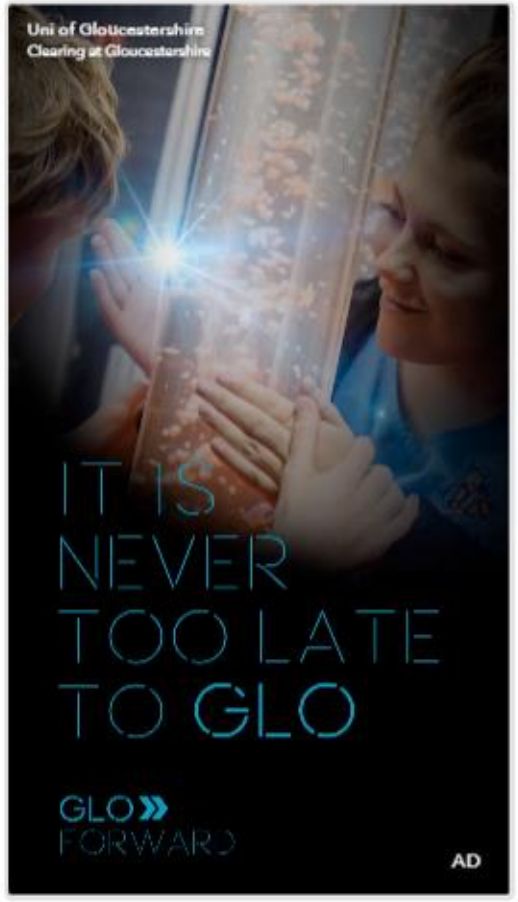




Instagram Stories example

- Instagram Stories and vertical video are becoming increasingly important for the target market.
- A form of ‘Story Telling’

Snapchat, used extensively by the target market



Example PPC keyword opportunities

Below are example Clearing related keywords. For the campaign, we would also recommend course specific keywords for the priority courses in Clearing at University of Gloucestershire.

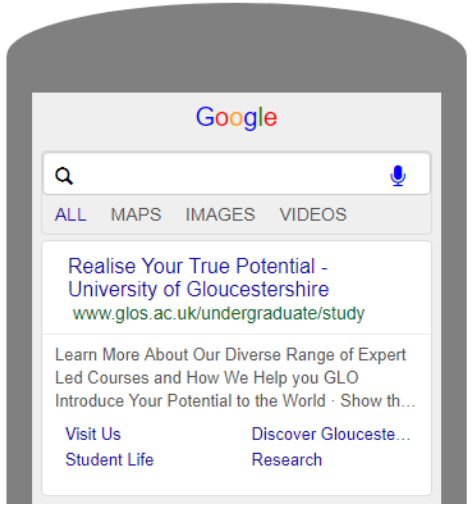
Keyword	Avg. Monthly Searches (exact match only)	Competition	Suggested bid
ucas clearing	18,100	0.06	£1.91
university clearing	2,900	0.14	£0.43
university clearing 2017	1,300	0.24	£1.11
ucas clearing courses	880	0.17	£0.64
how does clearing work	880	0.02	£1.28
leeds university clearing	720	0.01	
manchester university clearing	720	0.03	
nottingham university clearing	590	0.05	£0.85
sheffield university clearing	590	0.02	£1.55
ucas clearing search	390	0.01	
clearing courses	390	0.09	£0.23
clearing places	170	0.06	
apply for clearing	170	0.17	£0.82

AdWords PPC examples

Below are examples of PPC ads for the campaign.

Realise Your True Potential - University of Gloucestershire
Ad www.glos.ac.uk/undergraduate/study
Learn More about Our Diverse Range of Expert-led Courses and How We Help You GLO
Show the World Your Potential · Make Your Future GLO · A Range of Expert-led Courses · GLO further Together

- **Visit Us**
  Book an open day and see how your future will look.
- **Student Life**
  See what life is like at the Uog and make your future unforgettable.
- **Discover Gloucestershire**
  Take a look beneath the stunning landscapes surrounding the university.
- **Research at the UoG**
  Learn more about our research-led fundamentals across 8 academic schools.



Find Your Space to GLO - University of Gloucestershire
Ad www.glos.ac.uk/undergraduate/study
We Make Sure You Have the Necessary Guidance and Support for Your Future to GLO
Show the World Your Potential · Make Your Future GLO · A Range of Expert-led Courses · GLO further Together

- **Visit Us**
  Book an open day and see how your future will look.
- **Student Life**
  See what life is like at the Uog and make your future unforgettable.
- **Discover Gloucestershire**
  Take a look beneath the stunning landscapes surrounding the university.
- **Research at the UoG**
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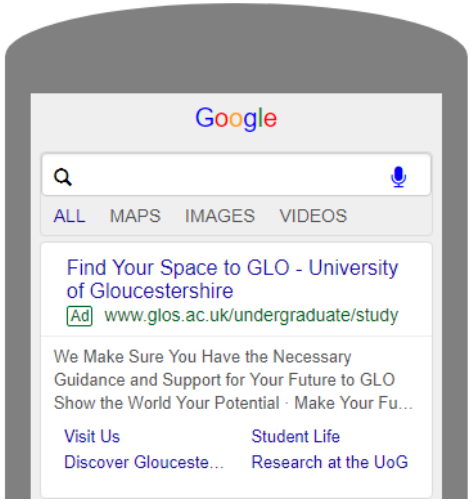


How to Consider our Messaging Strategy

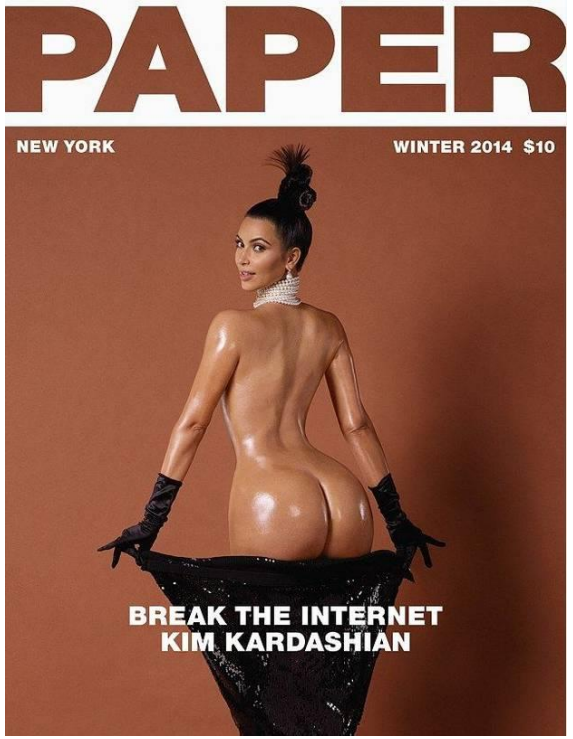
Information overload - Competing for share of the Consumers attention

Raise Brand/Editorial Authority

Make ‘relevant’ impact (know your topics and audience)

Which expert?

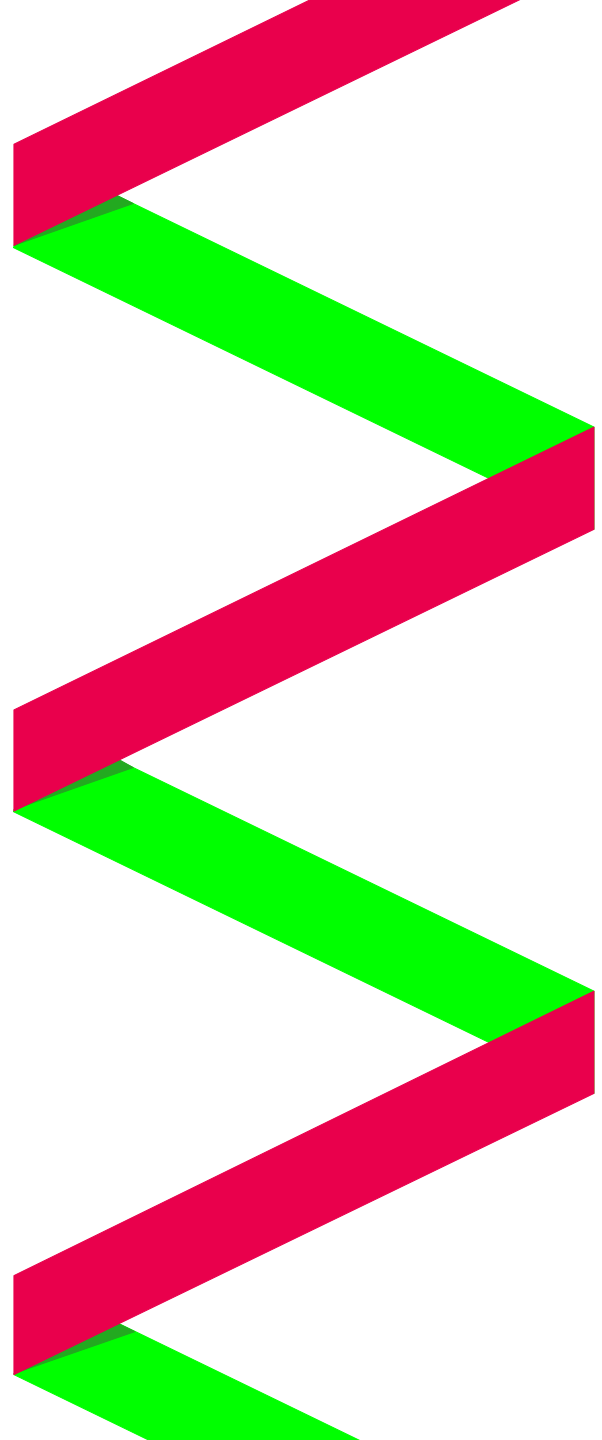
Which expert?



Exercise: What values do these people stand for? Which images capture it best?

- Kate Moss
- Princess Diana
- Angela Merkel

KEY SKILLS



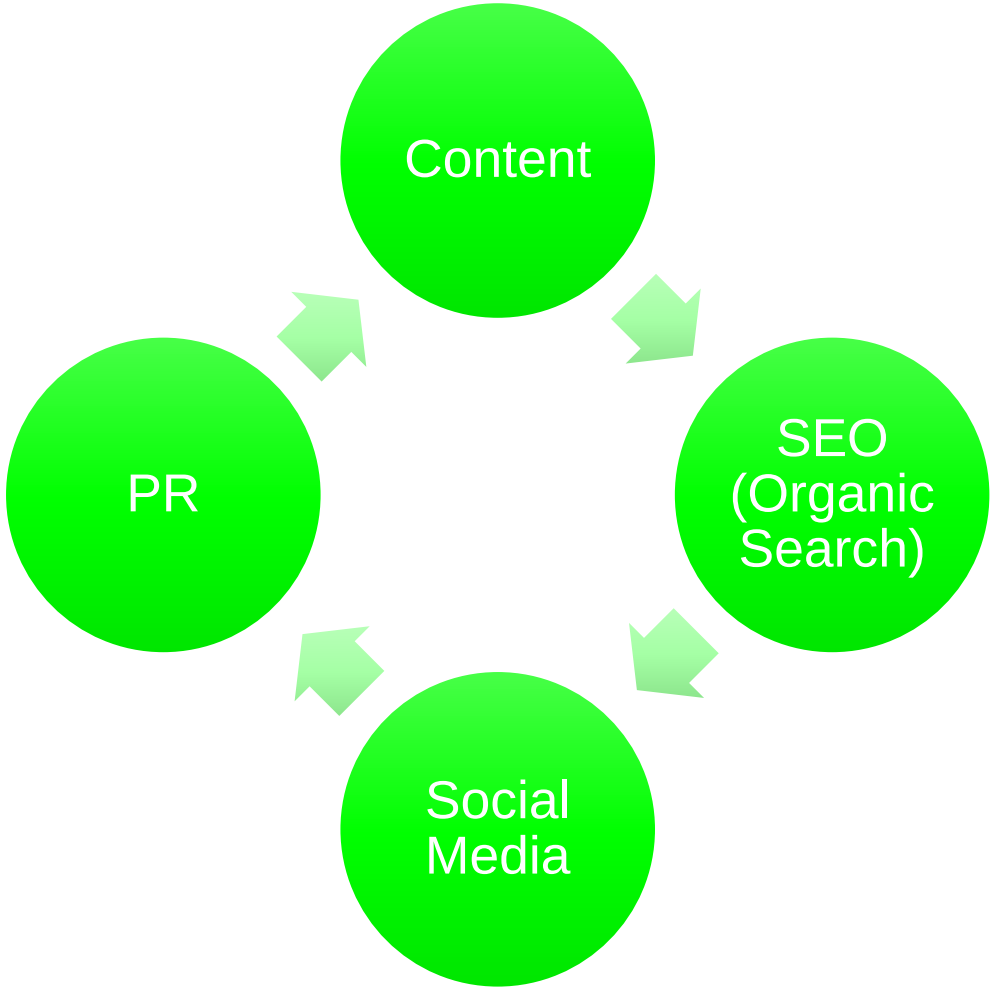
Digital Marketing (Paid)

Key Skills

- Knowing where to use them
  - SMA -> Top of the funnel
  - Search -> Middle
  - Remarketing -> Conversion / Sales opportunity

- Knowing how they give value
  - SMA -> Targeting and Messaging Strategy to create optimum Reach and Engagement
  - Search -> Keyword Selection and Messaging Strategy for leveraging “Indicative Intent”
  - Remarketing -> Behaviour Analysis and Messaging Strategy for “Conversion Rate Optimisation”

Digital Marketing (Organic)



Key Skills

- Content Marketing (how Content is leveraged)
  - Conversion fuel for multiple channels.
  - Creative content to deliver against the Messaging Strategy

- SEO fundamentals
  - Keyword Research
  - Optimise new and existing Website Content to capture inbound leads
    - Non-branded search terms
    - Branded search terms

- Social Media
  - Create Engagement

- PR
  - Use Digital to “Hack” the process

Key Skills

- PR Hacking
  - Create Strategic Context
  - https://youtu.be/u3pob5H-x3g

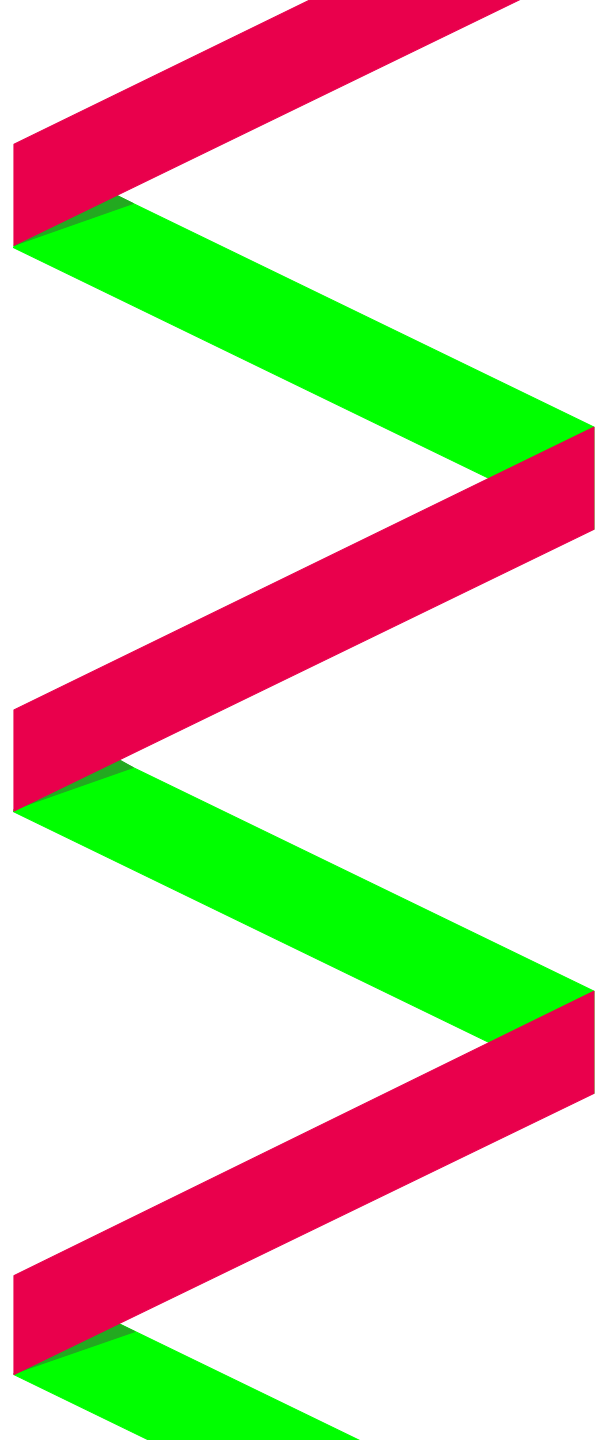
  - Create stories not press releases
  - Engage more media verticals
  - Piggy back on timely news

Key Skills

- Calculate ROI

- Remember the customer journey is multi-channel

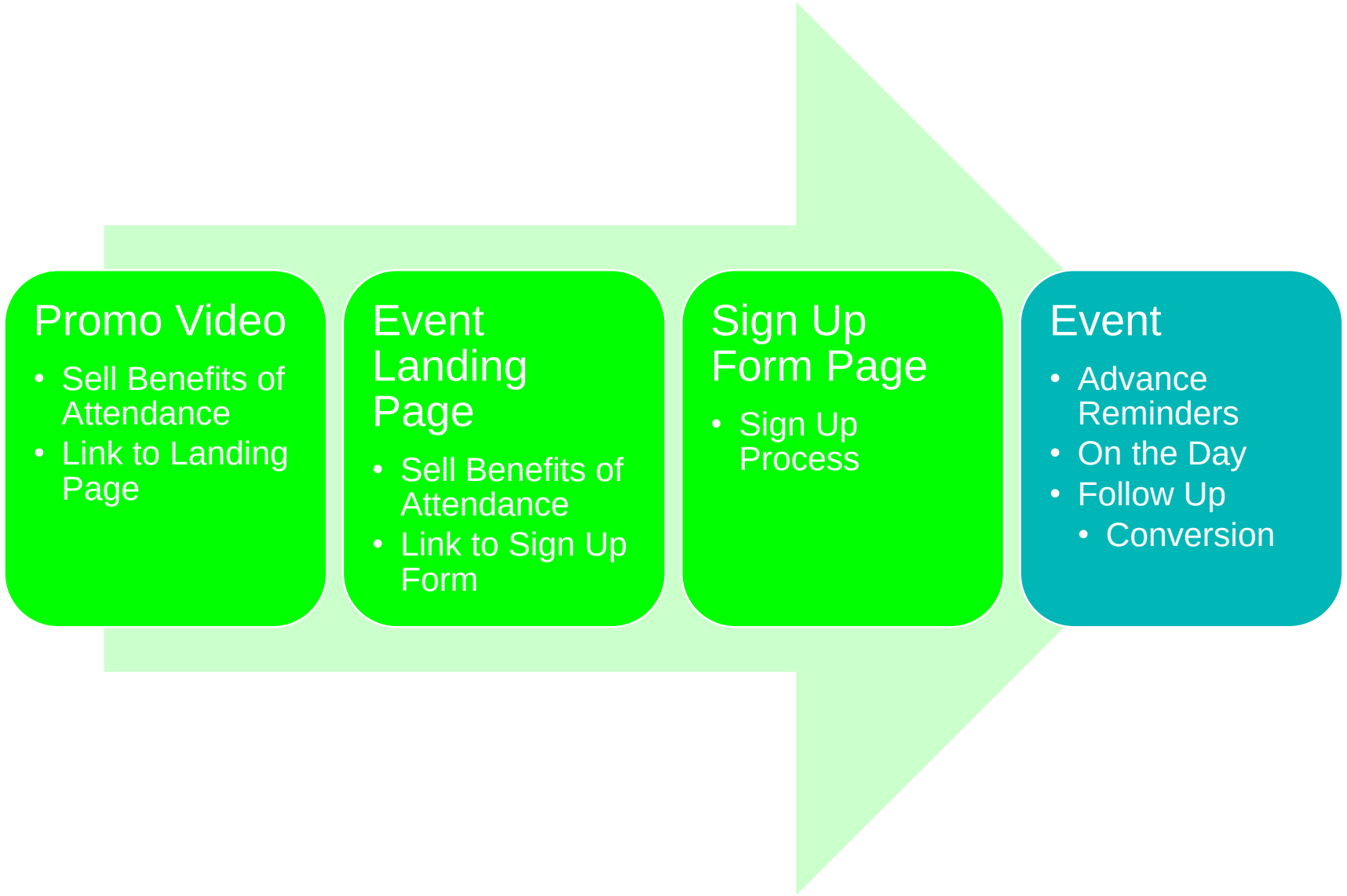
MEASUREMENT TASK



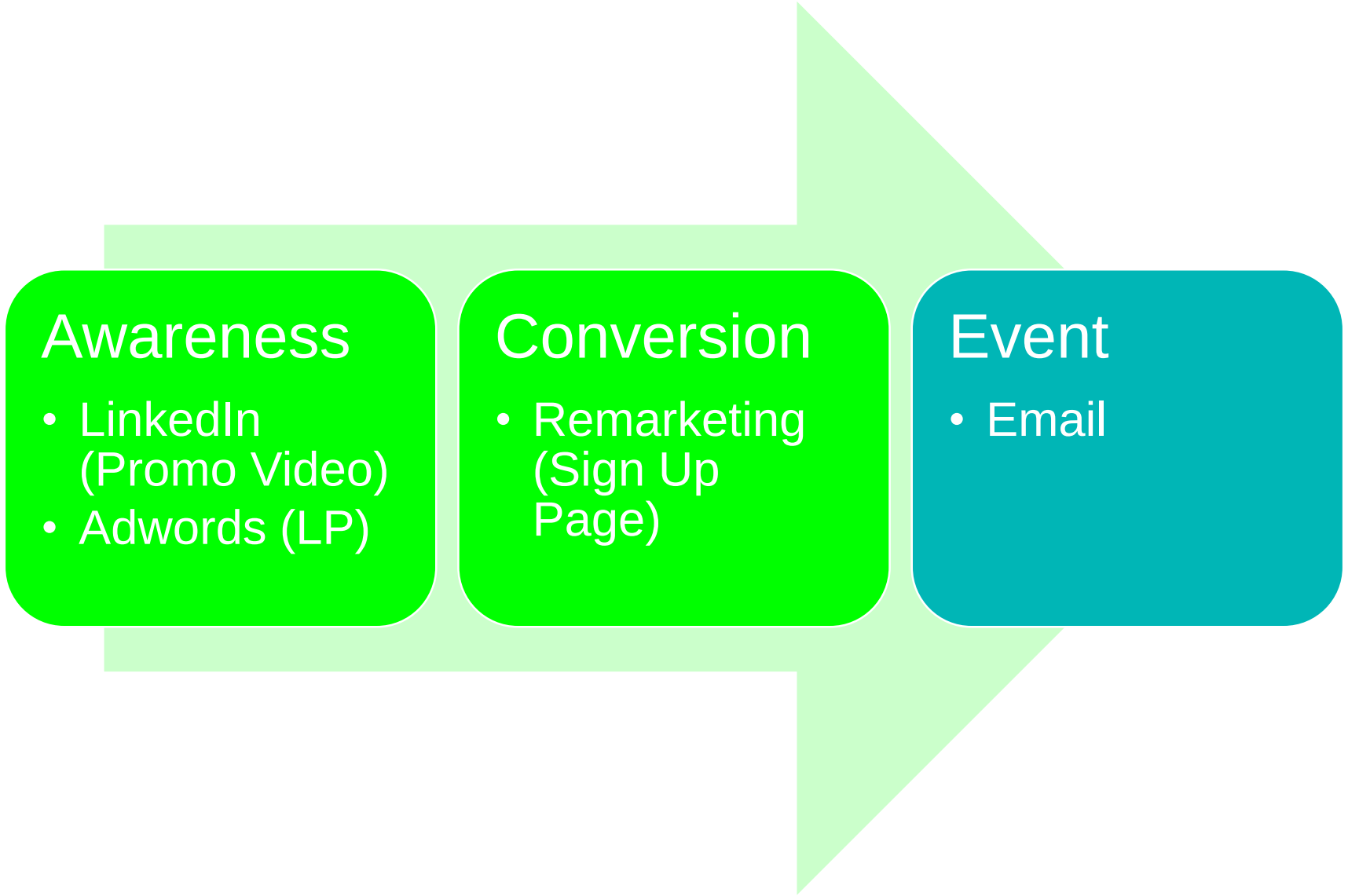
Event Marketing Example

- Imagine a Professional Services Business wanting to use an annual industry conference event to generate future sales opportunities
- 60 – 100 Key attendees wanted
- 120 Sign-Ups Needed
- What is our process?

Process


Promo Video
• Sell Benefits of Attendance
• Link to Landing Page
Event Landing Page
• Sell Benefits of Attendance
• Link to Sign Up Form
Sign Up Form Page
• Sign Up Process
Event
• Advance Reminders
• On the Day
• Follow Up
• Conversion

Strategy


Awareness
• LinkedIn (Promo Video)
• Adwords (LP)
Conversion
• Remarketing (Sign Up Page)
Event
• Email

Evaluating campaign performance

Objective	LinkedIn	AdWords PPC	Remarketing	Organic/Direct/ Owned Media
Reach	100,000 Impressions	1,000 impressions	1,000 Impressions	
Engagement	1,000 Video Views (at least 75%)	1,000 Clicks to landing page	1,000 Clicks to landing page	2,000 Views
Conversions	10 Sign Ups	10 Sign Ups	50 Sign Ups	50 Sign Ups
Cost	£10,000	£5,000	£5,000	£4,000

Questions

- What is the overall Cost Per Sign Up?
- What is the Cost Per Sign Up of each channel
- Which is the best channel?
- What questions

THE "CONVERSION PATH"

First Touch

- Adwords
  - CONVERT(10)
- LinkedIn
  - CONVERT (10)

Second Touch

- Remarketing
  - CONVERT (50)

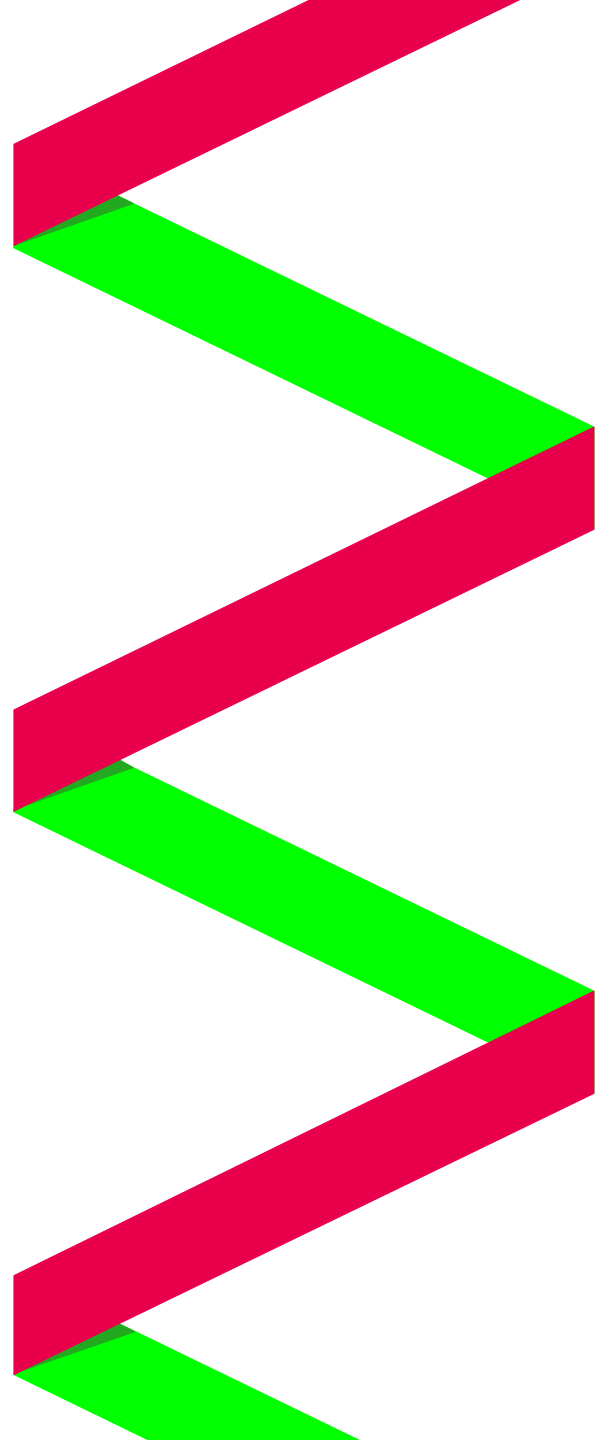
Third Touch

- Organic Search
  - CONVERT (25)
- Direct
  - CONVERT (25)

What is the best KPI for each channel?

Objective	LinkedIn	AdWords PPC	Remarketing	Organic/Direct/ Owned Media
Reach	100,000 Impressions	1,000 impressions	1,000 Impressions	
Engagement	1,000 Video Views (at least 75%)	1,000 Clicks to landing page	1,000 Clicks to landing page	2,000 Views
Conversions	10 Sign Ups	10 Sign Ups	50 Sign Ups	50 Sign Ups
Cost	£10,000	£5,000	£5,000	£4,000
KPI?	?	?	?	?

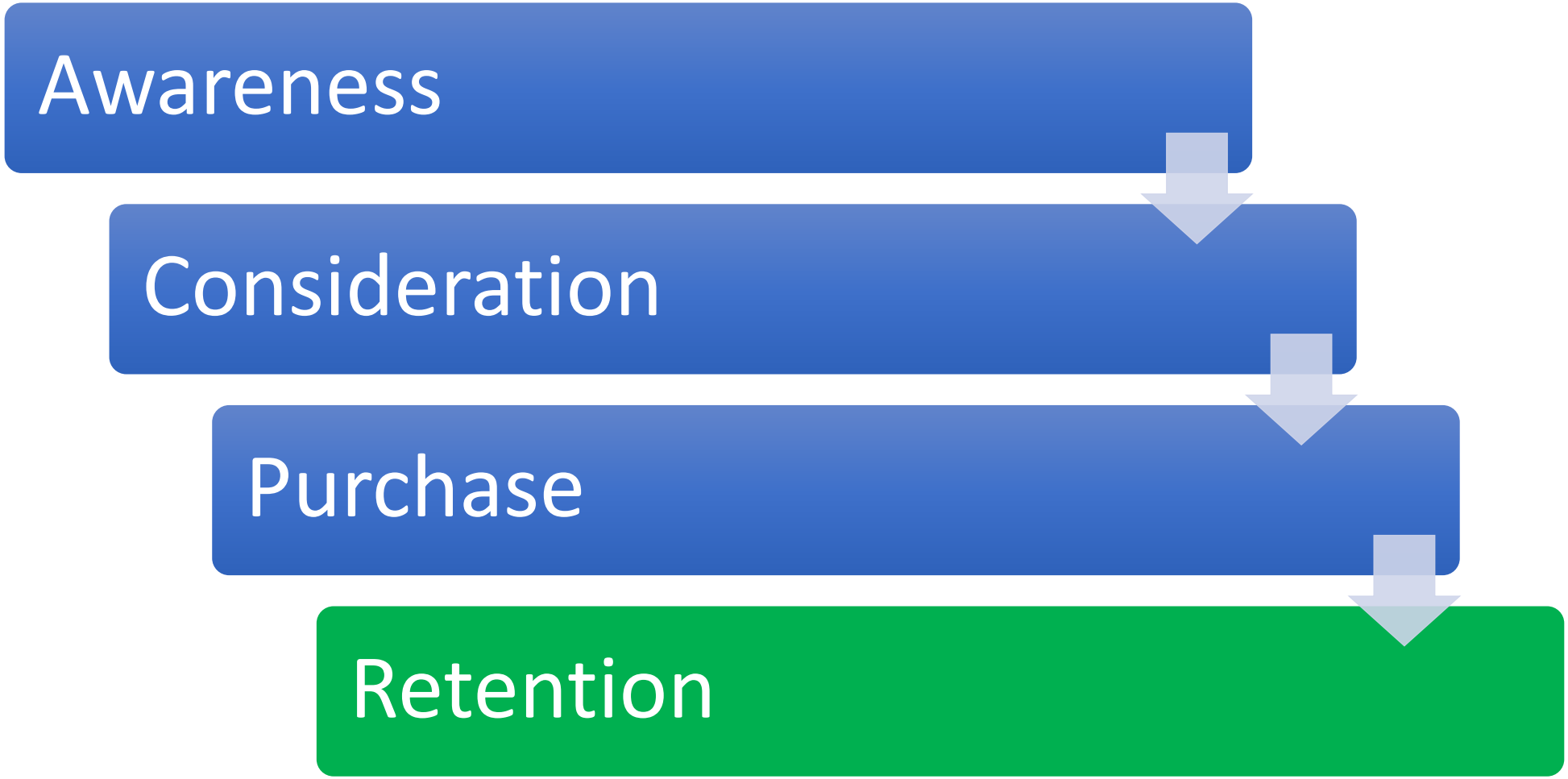
CONTENT AND OUR STRATEGY



Get in to the mind of your (defined) target customer

Consider each of your target persona’s in turn

Consider the user journey



FUNNEL STRATEGY

Acquisition

- Instagram engagement
- Brand ambassador / influencers
- *See our inspirational ideas*

Conversion

- Facebook page holds product / prices
- Facebook messenger
- *Ask us your question*

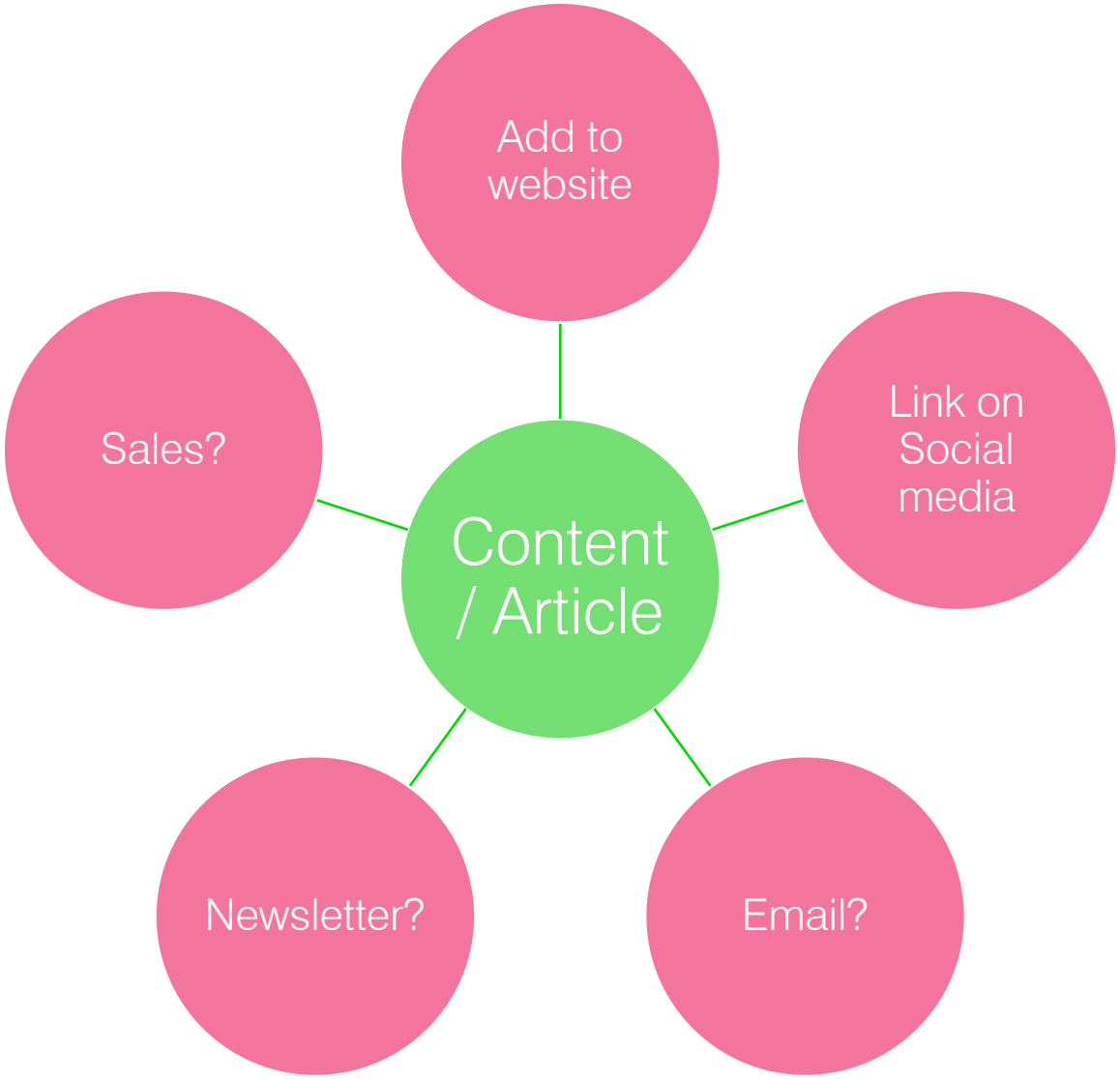
Retention

- Personal customer service
- Facebook
- *We are here to help*

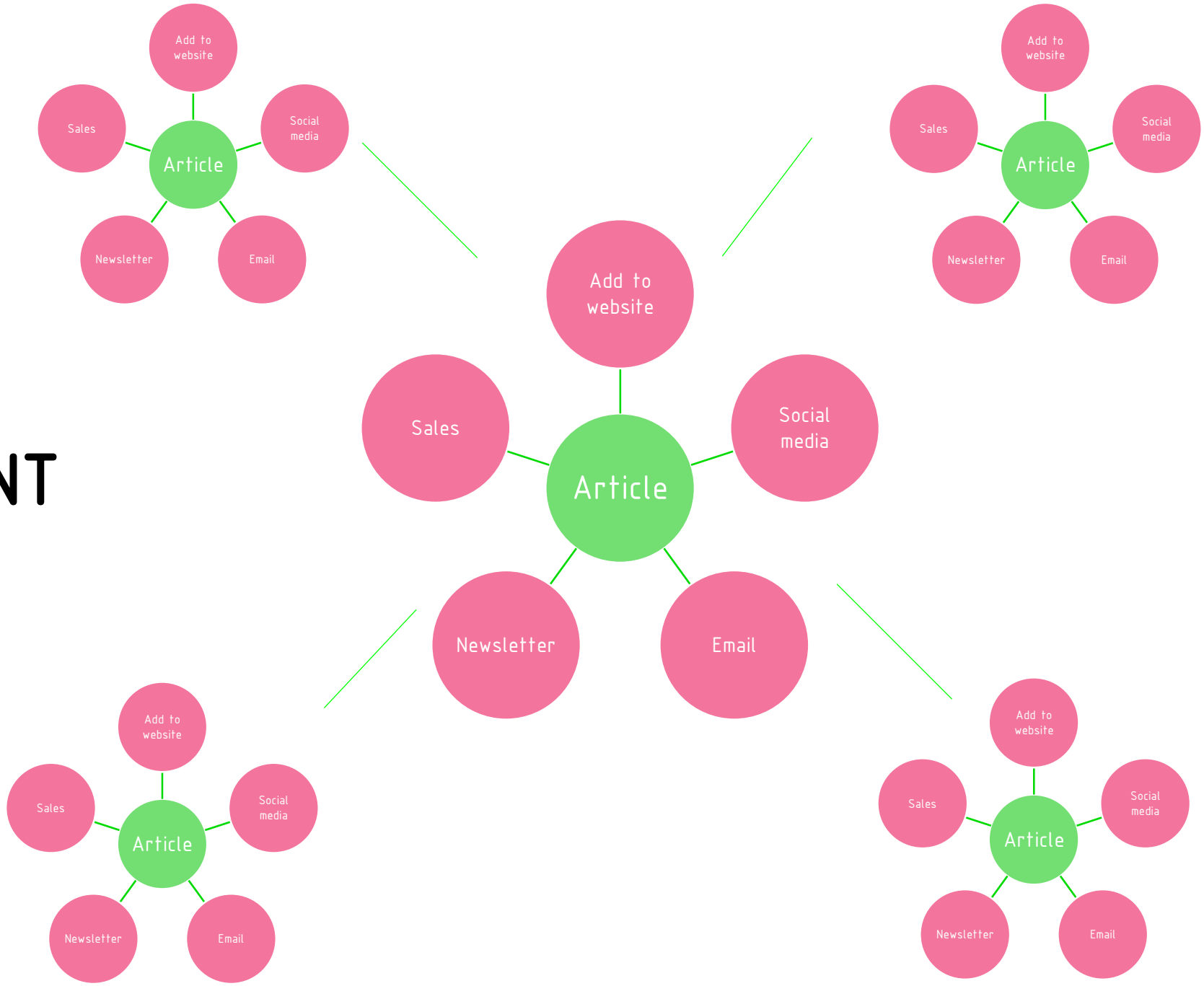
CONTENT TOPICS

CUSTOMER/ PRODUCT GRP	KEY MESSAGE	Acquisition Topics	Conversion Topics	Retention Topics
Fast Fashionista	Look fresh all the time	Keep your look fresh and new!	Fresh ideas for looking great	1-to-1 chat
Adventure Seeker	Enjoy the weekends	Look great on the beach!	Fresh ideas for looking great	1-to-1 chat
ALL	Local Products	Connect with us on Facebook	Speak with us on Facebook	Speak with us

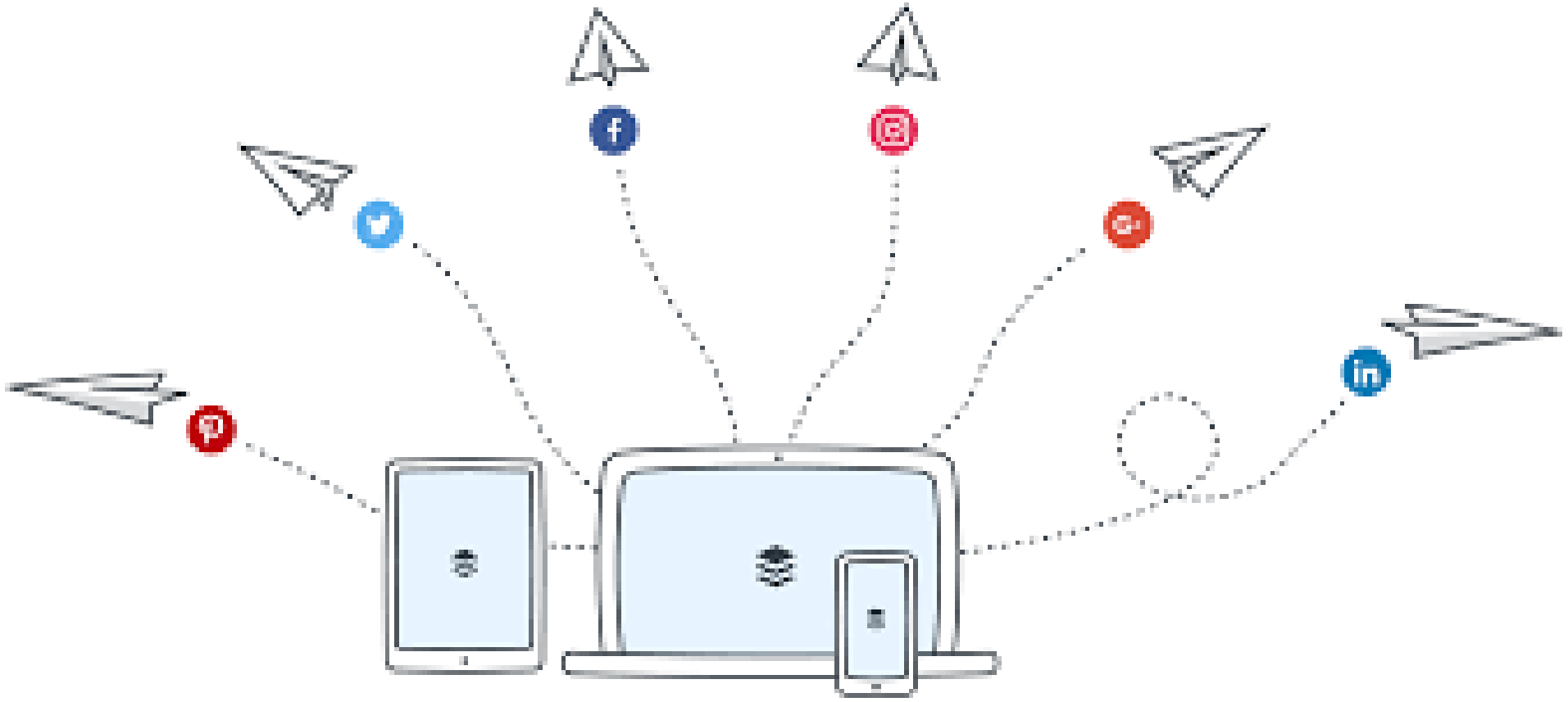
CONTENT MARKETING PROCESS



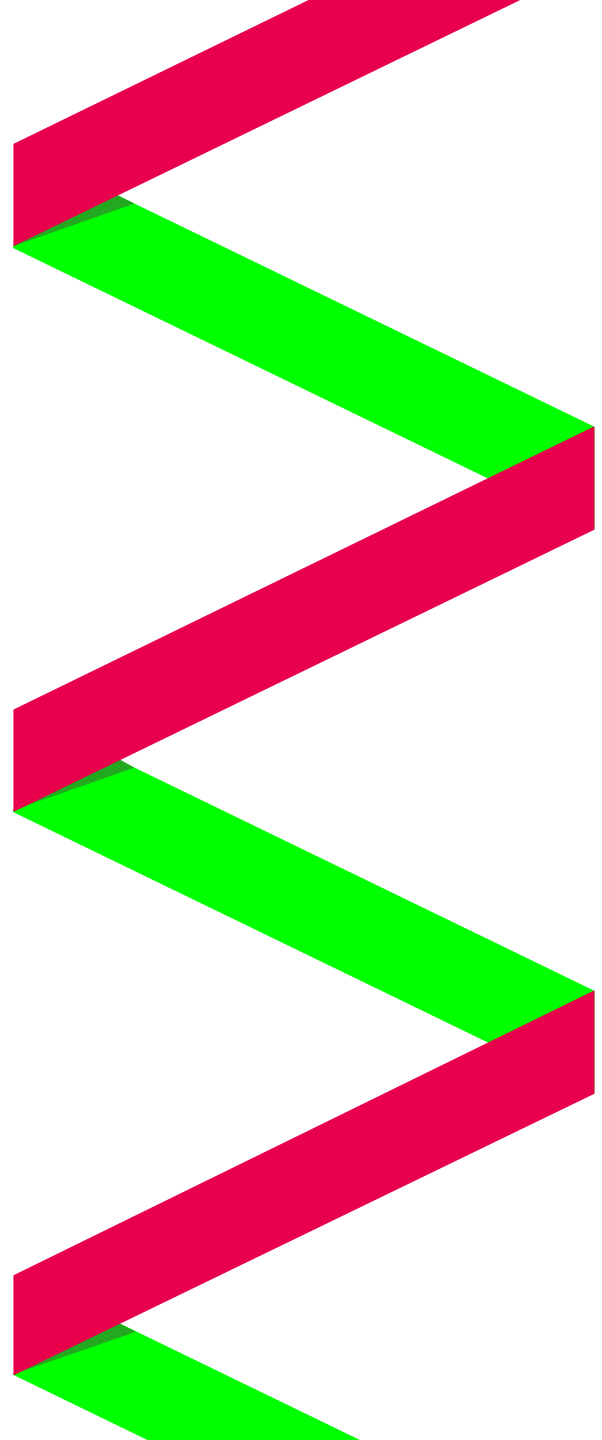
CONNECTED CONTENT



CONTENT MARKETING MANAGEMENT / MEASUREMENT



GOOGLE ANALYTICS



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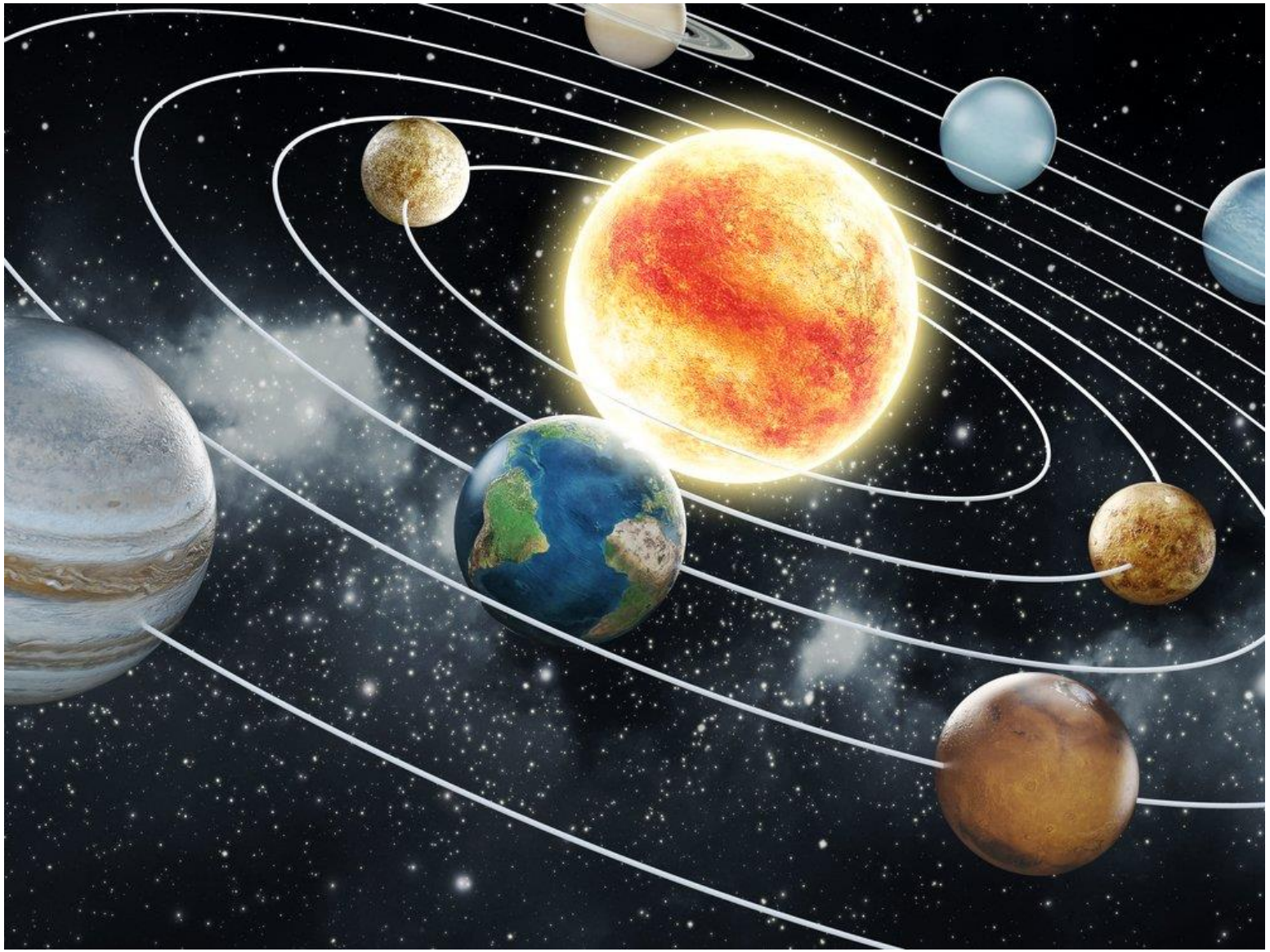
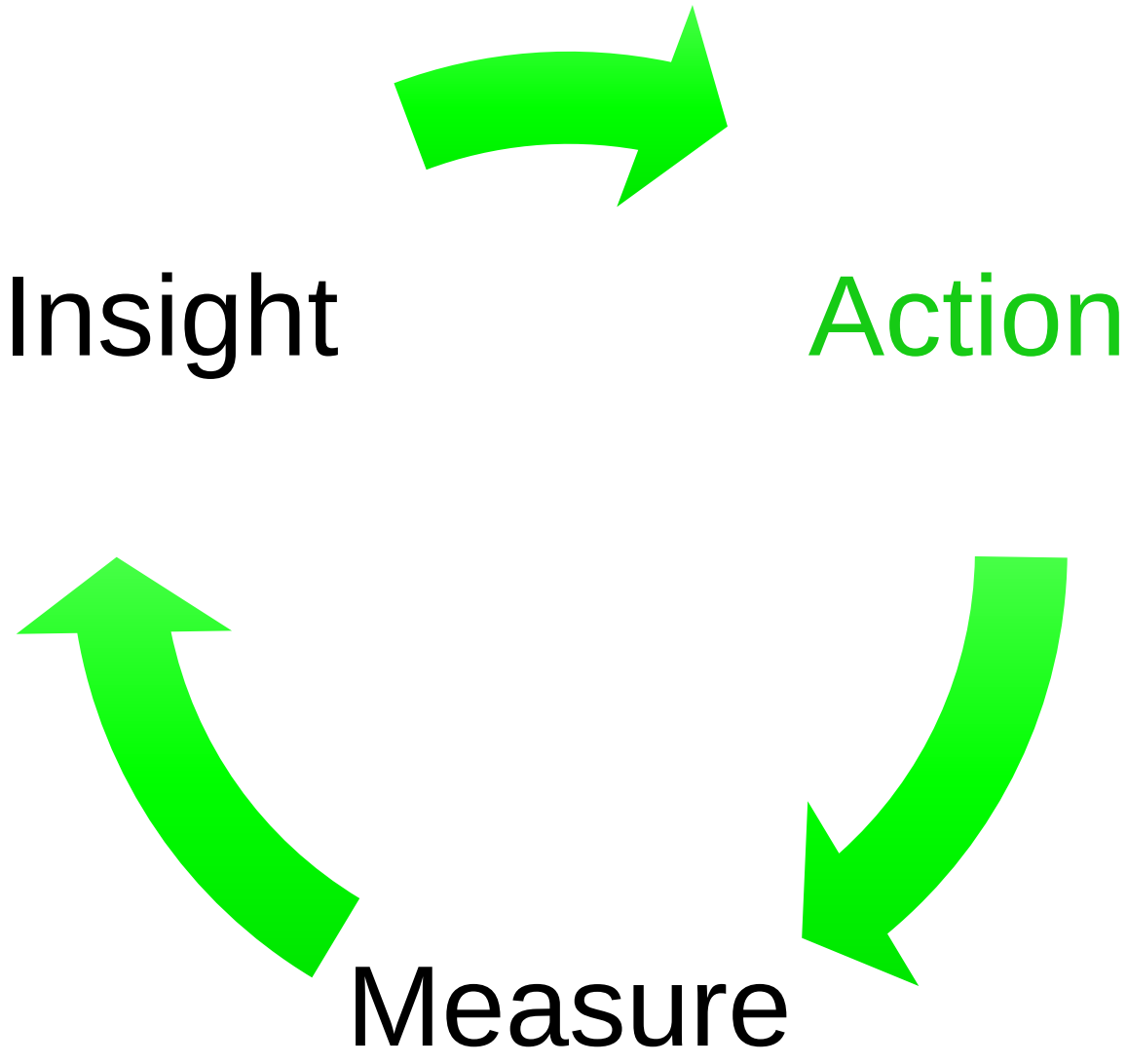


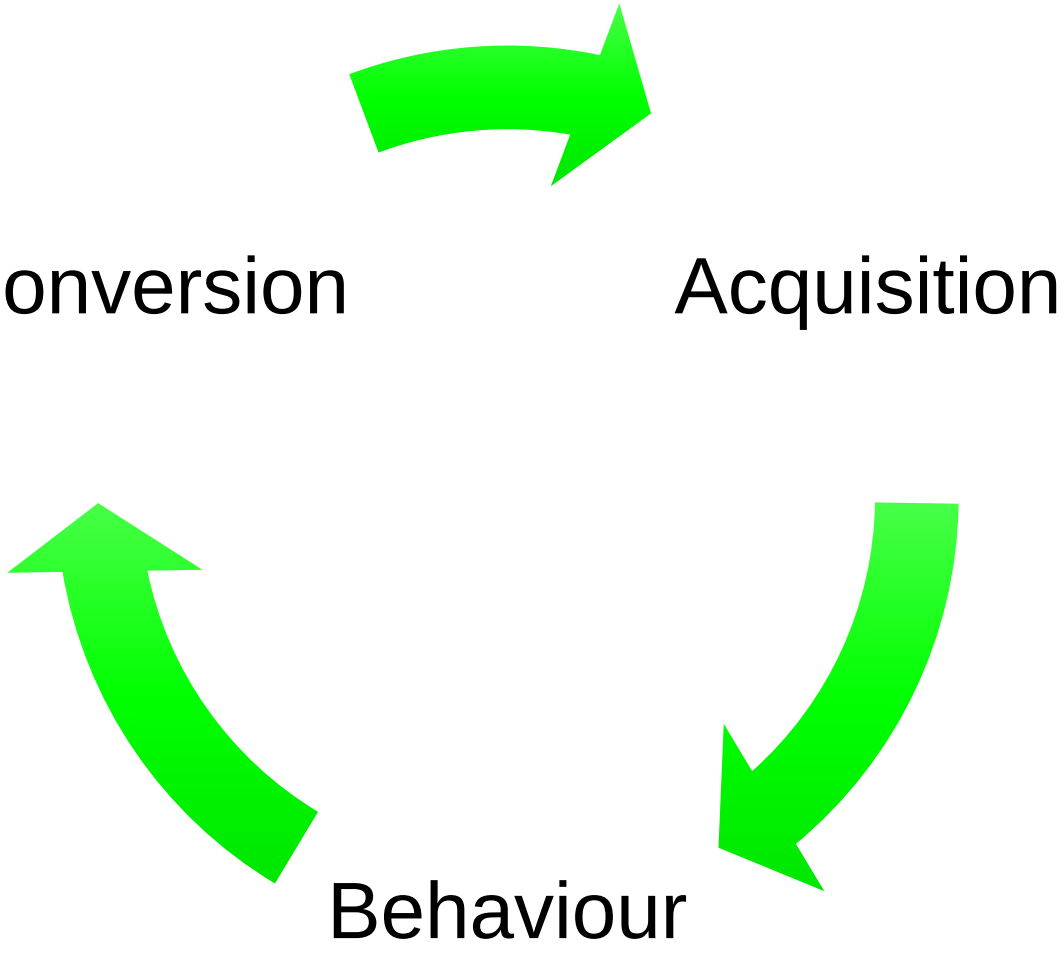
INTRO TO GA

- What we can learn
- Which reports we should use
- What we can do with the information

HOW TO USE GA

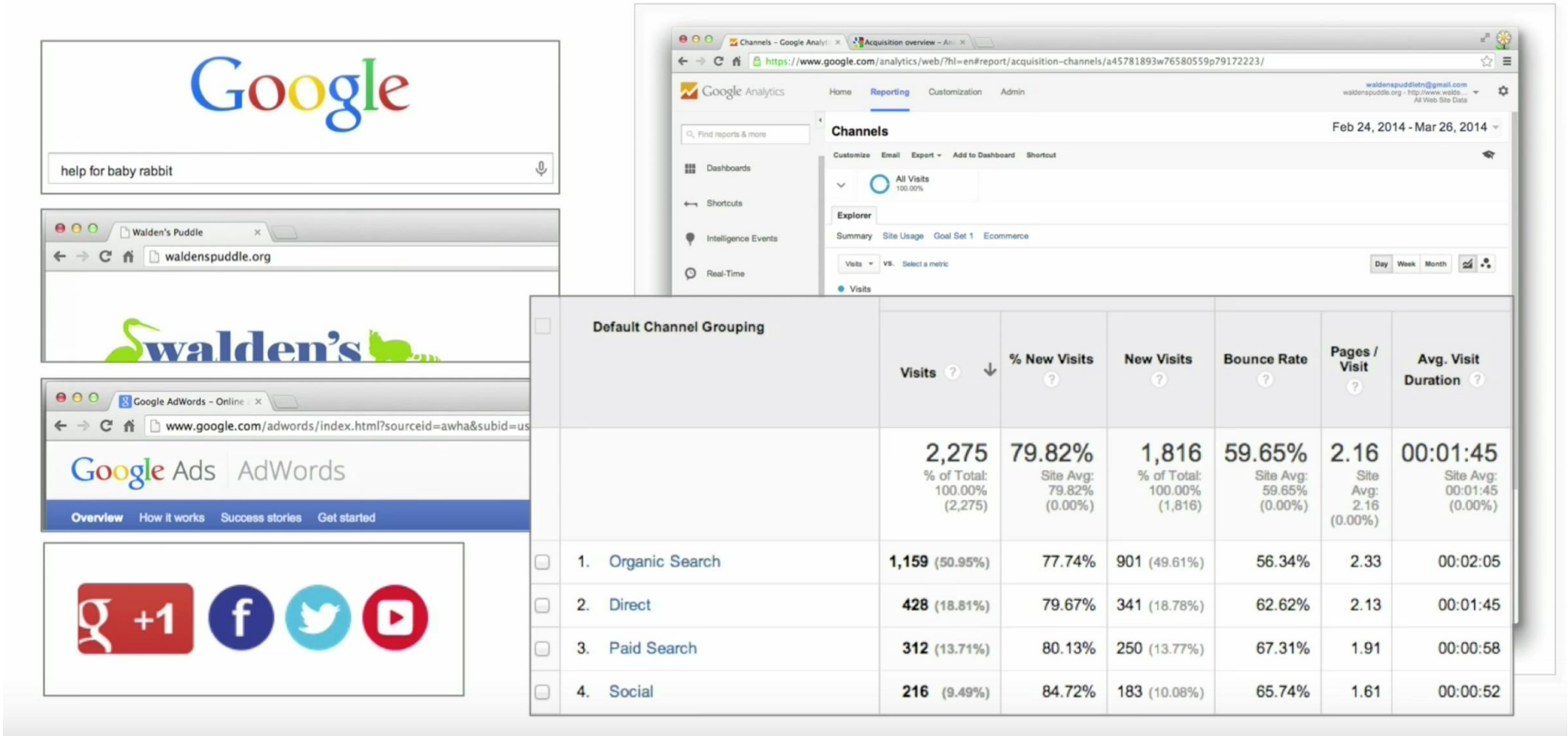


A, B, C 'S OF GA



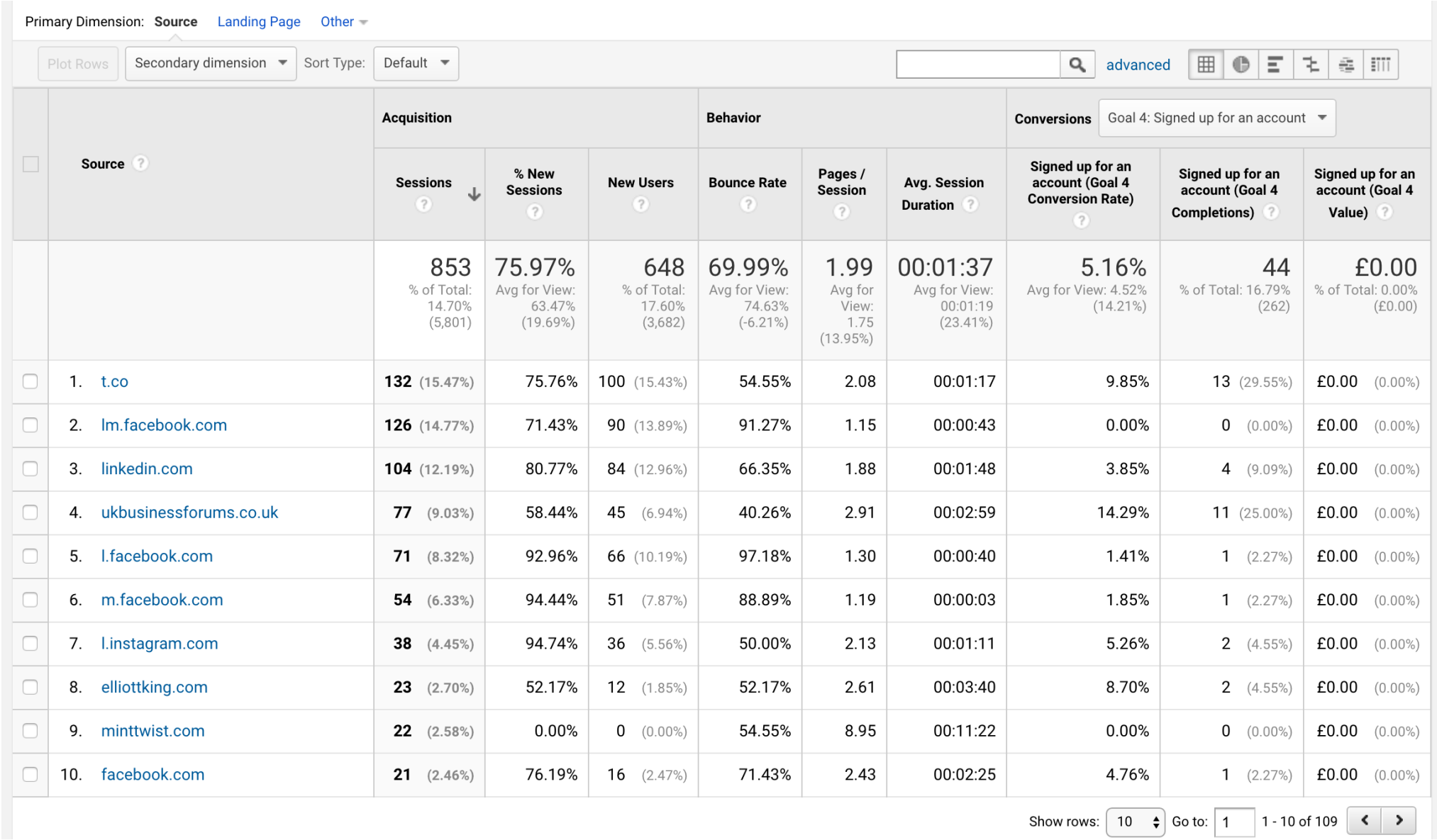
ACQUISITION

ACQUISITION - CHANNELS



Default Channel Grouping	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration
	2,275 % of Total: 100.00% (2,275)	79.82% Site Avg: 79.82% (0.00%)	1,816 % of Total: 100.00% (1,816)	59.65% Site Avg: 59.65% (0.00%)	2.16 Site Avg: 2.16 (0.00%)	00:01:45 Site Avg: 00:01:45 (0.00%)
1. Organic Search	1,159 (50.95%)	77.74%	901 (49.61%)	56.34%	2.33	00:02:05
2. Direct	428 (18.81%)	79.67%	341 (18.78%)	62.62%	2.13	00:01:45
3. Paid Search	312 (13.71%)	80.13%	250 (13.77%)	67.31%	1.91	00:00:58
4. Social	216 (9.49%)	84.72%	183 (10.08%)	65.74%	1.61	00:00:52

ACQUISITION - REFERRALS



Primary Dimension: **Source** Landing Page Other

Plot Rows | Secondary dimension | Sort Type: Default | advanced

Source	Acquisition			Behavior			Conversions: Goal 4: Signed up for an account		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Signed up for an account (Goal 4 Conversion Rate)	Signed up for an account (Goal 4 Completions)	Signed up for an account (Goal 4 Value)
	853 % of Total: 14.70% (5,801)	75.97% Avg for View: 63.47% (19.69%)	648 % of Total: 17.60% (3,682)	69.99% Avg for View: 74.63% (-6.21%)	1.99 Avg for View: 1.75 (13.95%)	00:01:37 Avg for View: 00:01:19 (23.41%)	5.16% Avg for View: 4.52% (14.21%)	44 % of Total: 16.79% (262)	£0.00 % of Total: 0.00% (£0.00)
1. t.co	**132** (15.47%)	75.76%	100 (15.43%)	54.55%	2.08	00:01:17	9.85%	13 (29.55%)	£0.00 (0.00%)
2. lm.facebook.com	**126** (14.77%)	71.43%	90 (13.89%)	91.27%	1.15	00:00:43	0.00%	0 (0.00%)	£0.00 (0.00%)
3. linkedin.com	**104** (12.19%)	80.77%	84 (12.96%)	66.35%	1.88	00:01:48	3.85%	4 (9.09%)	£0.00 (0.00%)
4. ukbusinessforums.co.uk	**77** (9.03%)	58.44%	45 (6.94%)	40.26%	2.91	00:02:59	14.29%	11 (25.00%)	£0.00 (0.00%)
5. l.facebook.com	**71** (8.32%)	92.96%	66 (10.19%)	97.18%	1.30	00:00:40	1.41%	1 (2.27%)	£0.00 (0.00%)
6. m.facebook.com	**54** (6.33%)	94.44%	51 (7.87%)	88.89%	1.19	00:00:03	1.85%	1 (2.27%)	£0.00 (0.00%)
7. l.instagram.com	**38** (4.45%)	94.74%	36 (5.56%)	50.00%	2.13	00:01:11	5.26%	2 (4.55%)	£0.00 (0.00%)
8. elliottking.com	**23** (2.70%)	52.17%	12 (1.85%)	52.17%	2.61	00:03:40	8.70%	2 (4.55%)	£0.00 (0.00%)
9. minttwist.com	**22** (2.58%)	0.00%	0 (0.00%)	54.55%	8.95	00:11:22	0.00%	0 (0.00%)	£0.00 (0.00%)
10. facebook.com	**21** (2.46%)	76.19%	16 (2.47%)	71.43%	2.43	00:02:25	4.76%	1 (2.27%)	£0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 109

ACQUISITION - SEARCH

Primary Dimension: **Search Query**

Secondary dimension | advanced

Search Query	Clicks	Impressions	CTR	Average Position
	5,565 % of Total: 100.00% (5,565)	900,907 % of Total: 100.00% (900,907)	0.62% Avg for View: 0.62% (0.00%)	33 Avg for View: 33 (0.00%)
1. (other)	**2,934** (52.72%)	69,525 (7.72%)	4.22%	31
2. minttwist	**528** (9.49%)	862 (0.10%)	61.25%	1.2
3. mint twist	**375** (6.74%)	811 (0.09%)	46.24%	1.2
4. digital agency london	**260** (4.67%)	9,252 (1.03%)	2.81%	8.0
5. eurovision 2016 predictions	**109** (1.96%)	981 (0.11%)	11.11%	4.0
6. web agency london	**93** (1.67%)	3,752 (0.42%)	2.48%	9.4
7. digital agency	**79** (1.42%)	14,888 (1.65%)	0.53%	15
8. naver vs google	**44** (0.79%)	186 (0.02%)	23.66%	2.9
9. digital agencies london	**42** (0.75%)	2,048 (0.23%)	2.05%	9.8
10. london digital agency	**37** (0.66%)	3,557 (0.39%)	1.04%	8.4

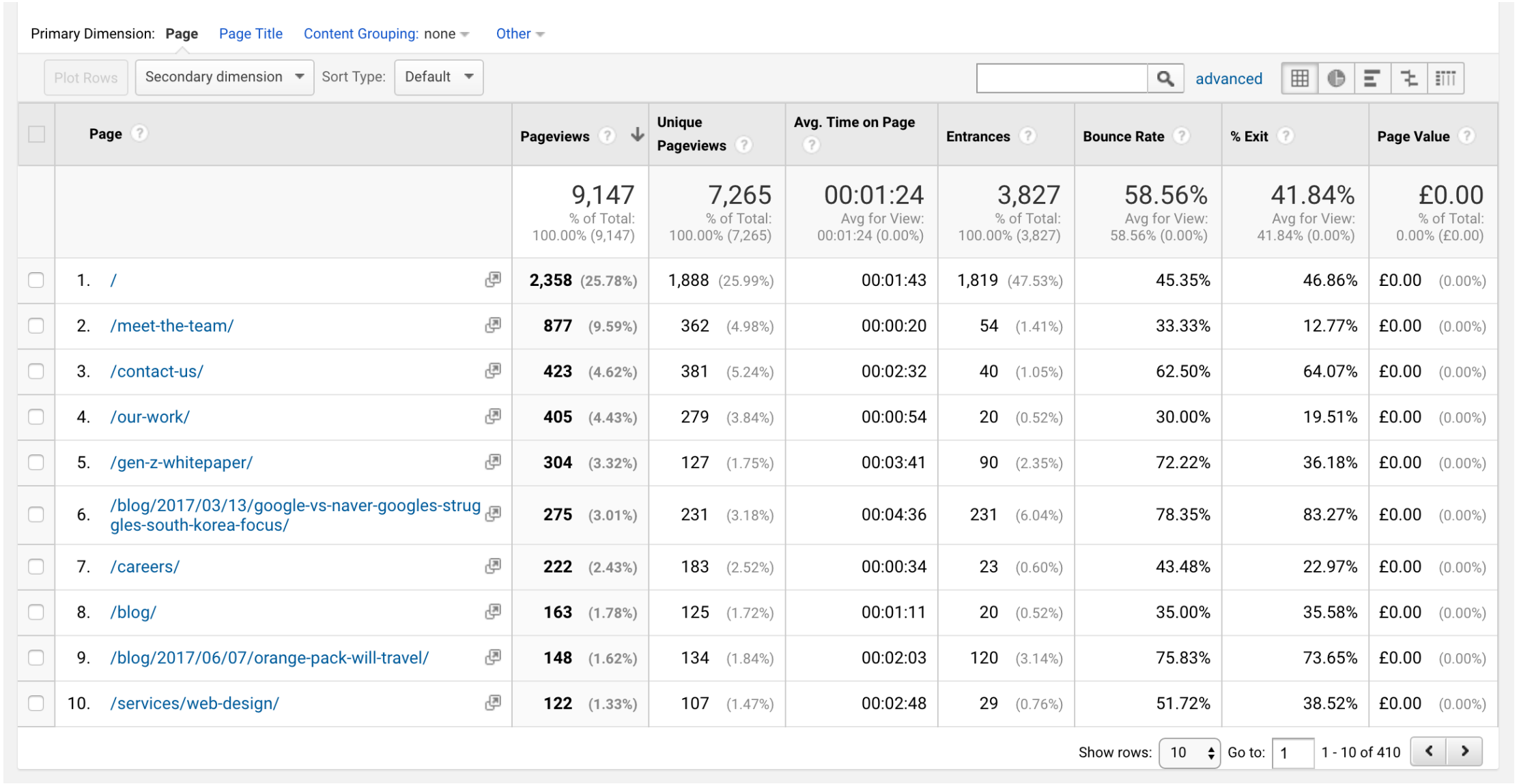
Show rows: 10 Go to: 1 1 - 10 of 8105

ACQUISITION OUTPUT

- Learn which sources are important
- Find opportunities
- Develop your SEO strategy
- Allocate advertising / focus / budgets

BEHAVIOUR

BEHAVIOUR REPORTS



Primary Dimension: **Page** Page Title Content Grouping: none Other

Plot Rows | Secondary dimension | Sort Type: Default | advanced

	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		9,147 % of Total: 100.00% (9,147)	7,265 % of Total: 100.00% (7,265)	00:01:24 Avg for View: 00:01:24 (0.00%)	3,827 % of Total: 100.00% (3,827)	58.56% Avg for View: 58.56% (0.00%)	41.84% Avg for View: 41.84% (0.00%)	£0.00 % of Total: 0.00% (£0.00)
1.	/	**2,358** (25.78%)	1,888 (25.99%)	00:01:43	1,819 (47.53%)	45.35%	46.86%	£0.00 (0.00%)
2.	/meet-the-team/	**877** (9.59%)	362 (4.98%)	00:00:20	54 (1.41%)	33.33%	12.77%	£0.00 (0.00%)
3.	/contact-us/	**423** (4.62%)	381 (5.24%)	00:02:32	40 (1.05%)	62.50%	64.07%	£0.00 (0.00%)
4.	/our-work/	**405** (4.43%)	279 (3.84%)	00:00:54	20 (0.52%)	30.00%	19.51%	£0.00 (0.00%)
5.	/gen-z-whitepaper/	**304** (3.32%)	127 (1.75%)	00:03:41	90 (2.35%)	72.22%	36.18%	£0.00 (0.00%)
6.	/blog/2017/03/13/google-vs-naver-googles-struggles-south-korea-focus/	**275** (3.01%)	231 (3.18%)	00:04:36	231 (6.04%)	78.35%	83.27%	£0.00 (0.00%)
7.	/careers/	**222** (2.43%)	183 (2.52%)	00:00:34	23 (0.60%)	43.48%	22.97%	£0.00 (0.00%)
8.	/blog/	**163** (1.78%)	125 (1.72%)	00:01:11	20 (0.52%)	35.00%	35.58%	£0.00 (0.00%)
9.	/blog/2017/06/07/orange-pack-will-travel/	**148** (1.62%)	134 (1.84%)	00:02:03	120 (3.14%)	75.83%	73.65%	£0.00 (0.00%)
10.	/services/web-design/	**122** (1.33%)	107 (1.47%)	00:02:48	29 (0.76%)	51.72%	38.52%	£0.00 (0.00%)

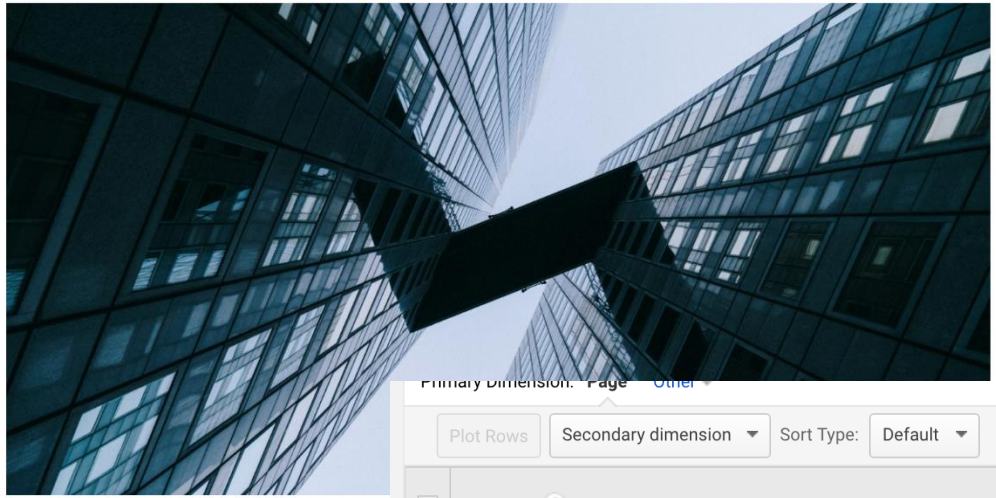
Show rows: 10 Go to: 1 1 - 10 of 410

PAGE ANALYSIS

minttwist

What we do | Our work | About us | Events | Blog

Google Vs Naver: Google's struggles – South Korea In Focus



buffer

When we think about companies that tr
power, Google, amongst others, spring
for a majority it is their go to search eng

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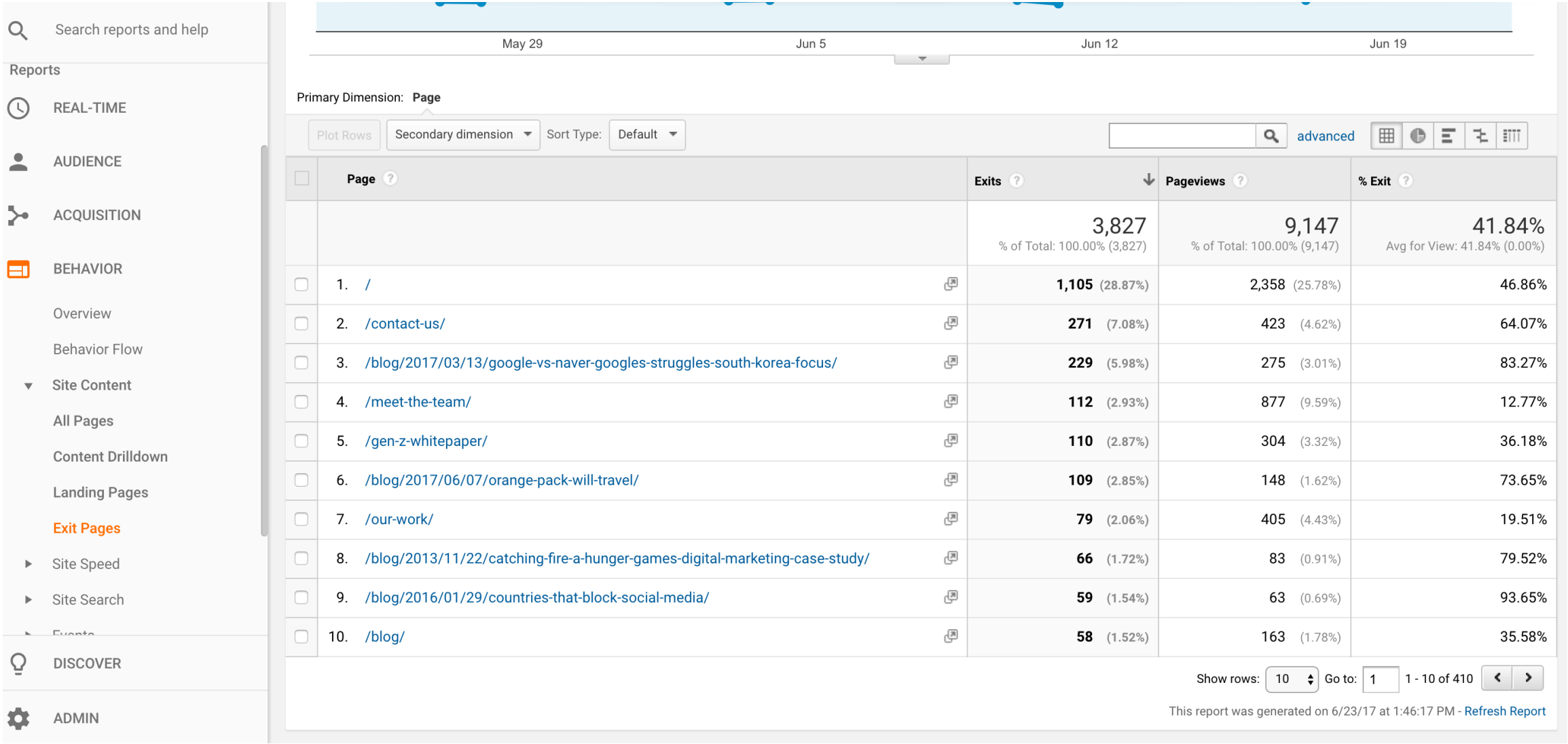
Primary Dimension: Page Other

Plot Rows | Secondary dimension | Sort Type: Default | advanced

	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		275 % of Total: 3.01% (9,147)	231 % of Total: 3.18% (7,265)	00:04:36 Avg for View: 00:01:24 (229.41%)	231 % of Total: 6.04% (3,827)	78.35% Avg for View: 58.56% (33.81%)	83.27% Avg for View: 41.84% (99.03%)	£0.00 % of Total: 0.00% (£0.00)
1.	/blog/2017/03/13/google-vs-naver-googles-struggles-south-korea-focus/	**275** (100.00%)	231 (100.00%)	00:04:36	231 (100.00%)	78.35%	83.27%	£0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 1 of 1

BEHAVIOUR - EXIT PAGES



BEHAVIOUR OUTPUT

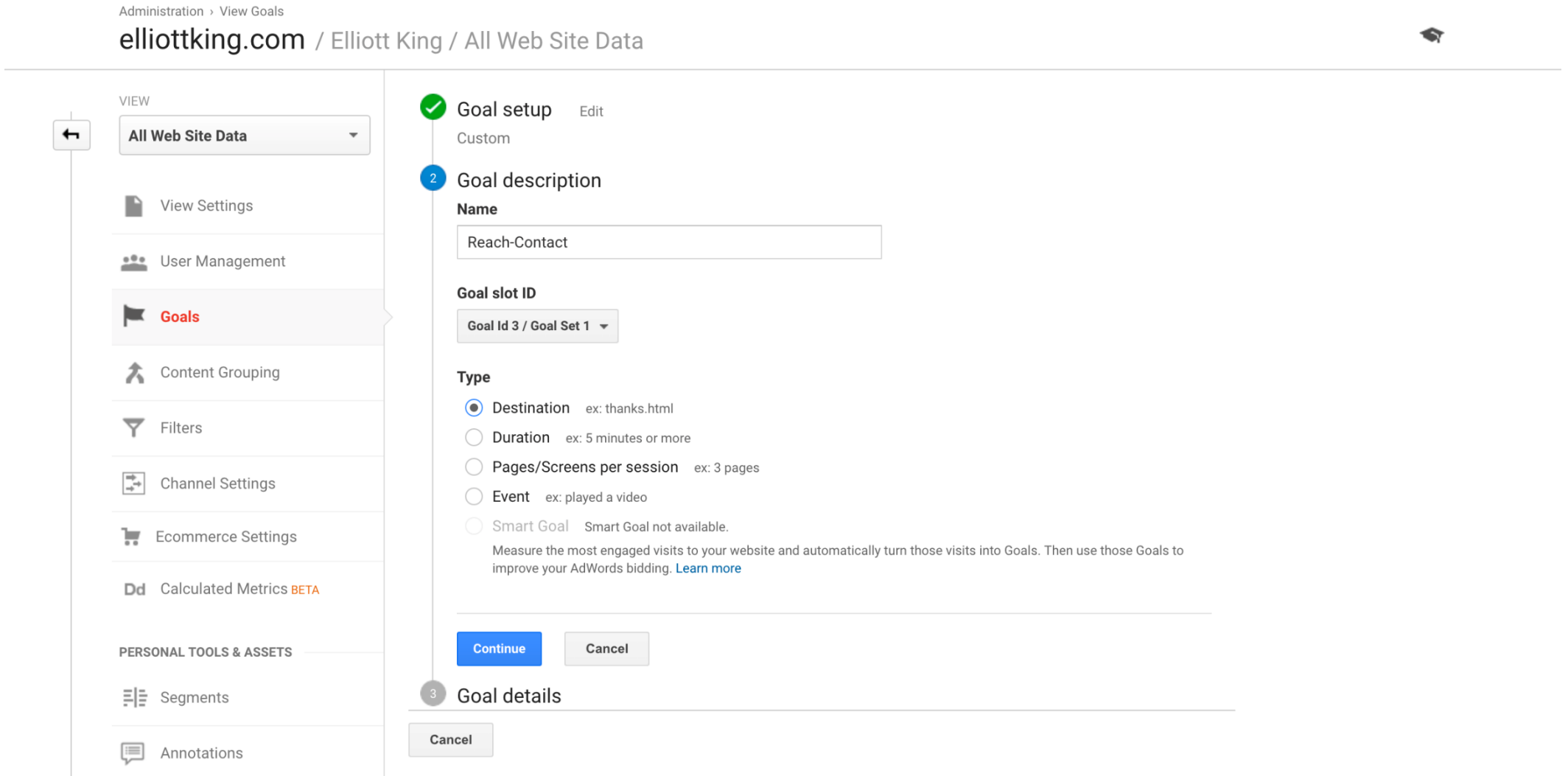
- Learn what visitors are interested in on your site
- Learn top see where visitors enter your site
- Learn where they exit
- Develop appropriate insights and **action**

(GOAL) CONVERSIONS

GA GOAL TYPES

Goal Type	Description	Example
Destination	A specific location loads.	Visitor reached the “Thank you for signing up for our newsletter!” page.
Duration	Visits that last a specific amount of time or longer.	Visitor spent ten minutes reading the volunteer application section.
Pages/Screens per visit	Visitor views a specific number of pages or screens.	Visitor viewed at least five pages on the site.
Event	An action defined as an Event is triggered.	Visitor watched our promotional video.

GA GOAL TYPES



CONVERSION OUTPUT

- Learn which channels and content is driving goal conversions
- Measure activity
- Develop insights
- Take **action**

ATTRIBUTION

Last Interaction vs Select model

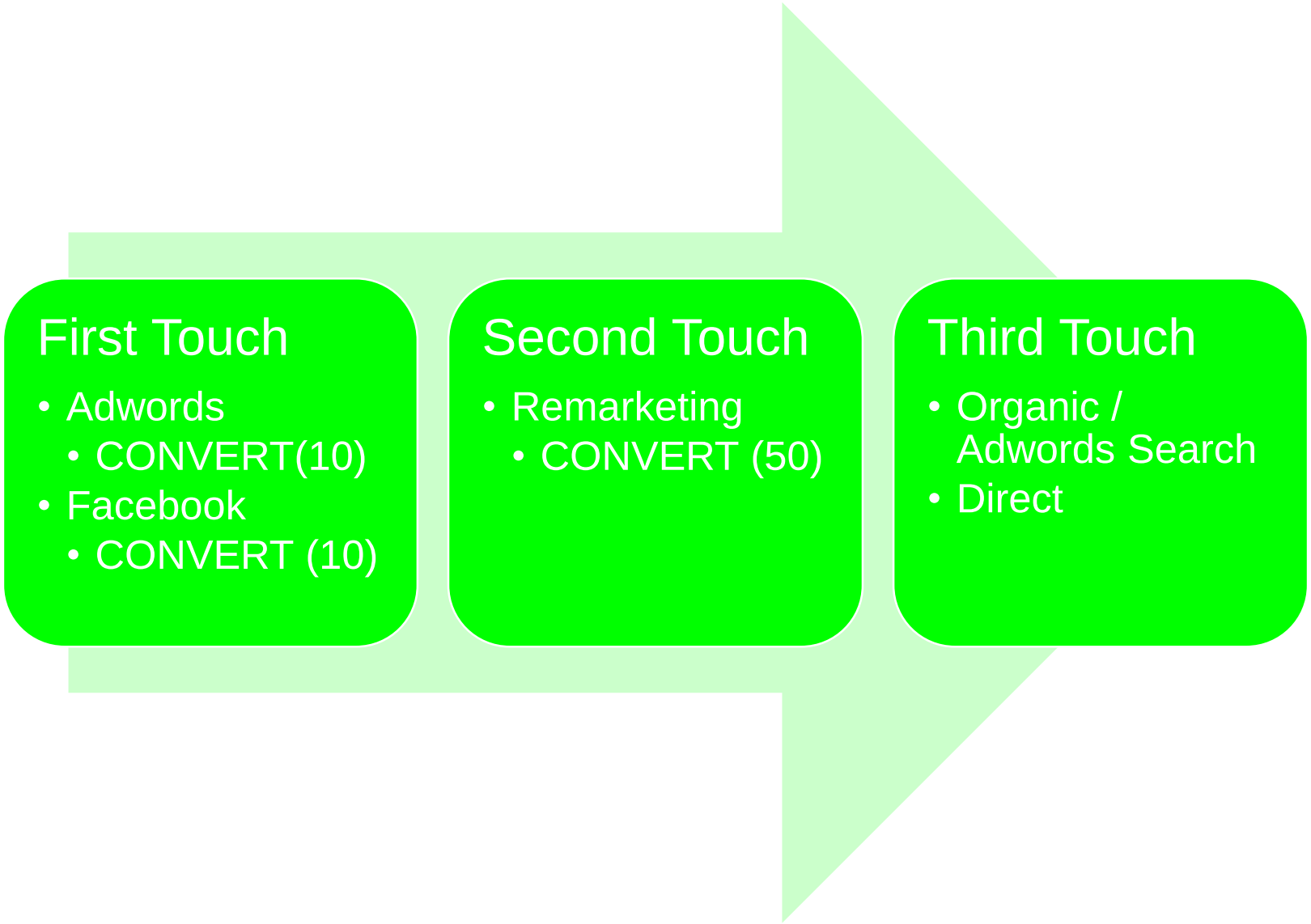
Primary Dimension: MCF Channel Grouping | Source / Medium | Source | Medium | Other | Channel Groupings

Secondary dimension | advanced

MCF Channel Grouping	Spend (for selected time range)	Last Interaction Conversions	Last Interaction CPA	Last Interaction Conversion Value	Last Interaction ROAS
1. Organic Search	—	1,879.00 (44.92%)	—	—	—
2. Direct	—	1,515.00 (36.22%)	—	—	—
3. Referral	—	479.00 (11.45%)	—	—	—
4. Social Network	—	215.00 (5.14%)	—	—	—
5. Email	—	47.00 (1.12%)	—	—	—
6. Paid Search	£129.07	31.00 (0.74%)	£4.16	£0.00	0.00%
7. Display	£124.26	17.00 (0.41%)	£7.31	£0.00	0.00%

Show rows: 10 Go to: 1 1 - 7 of 7

CONSIDER THE CONVERSION PATH …



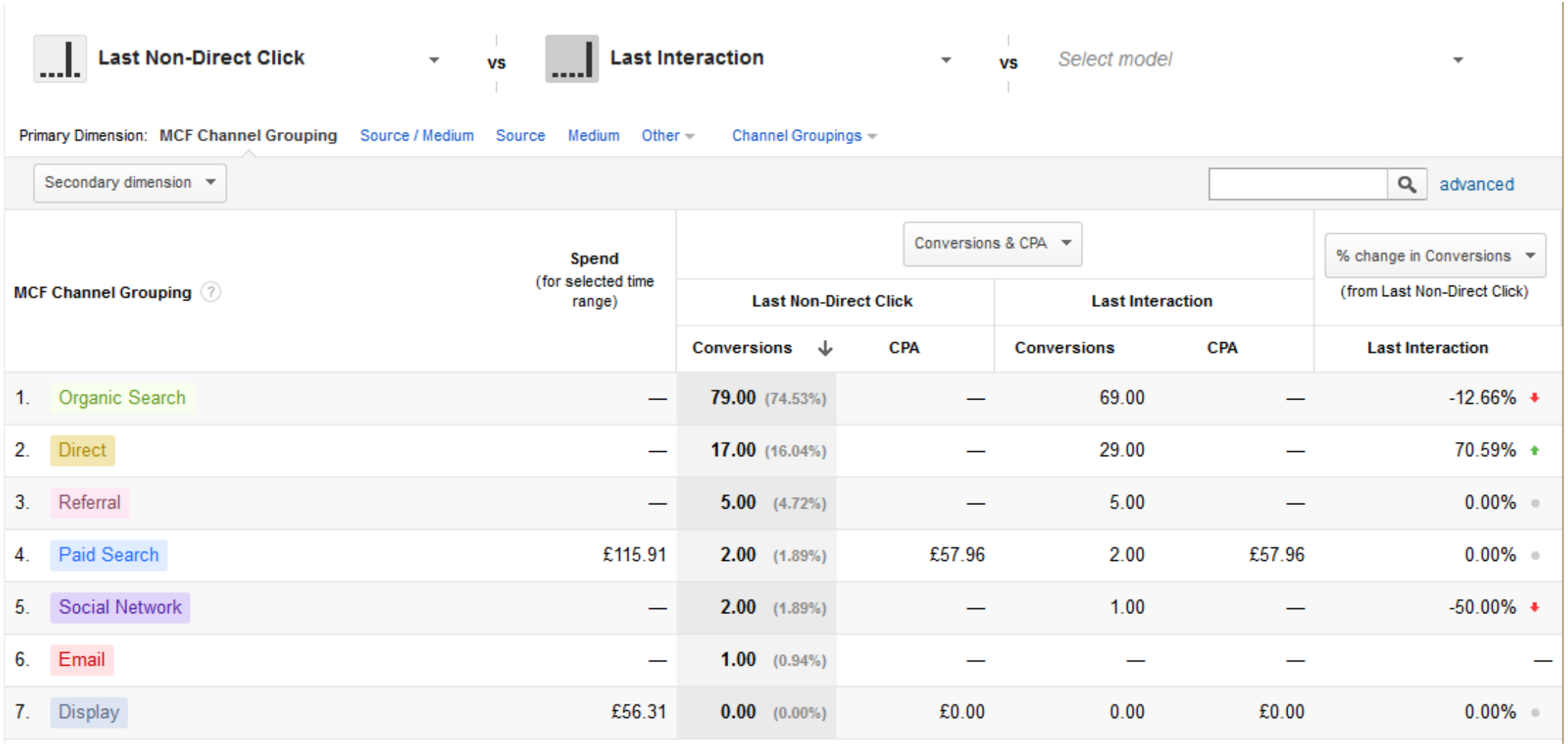
TYPES OF ATTRIBUTION

LAST INTERACTION	Last touch point receives 100% of the credit *Good for websites where there is immediate transaction and no consideration phase*
LAST NON-DIRECT CLICK	The click before the last touch point receives 100% of the credit *This is Google's default and they advise using it as a benchmark for the other models*
LAST ADWORDS CLICK	The last AdWords click receives 100% of the credit *For identifying the AdWords ads that receive the most conversions*
FIRST INTERACTION	The first touch point receives 100% of the credit *If you are running ads or campaigns to create awareness. Good for PR and brand activities.*

TYPES OF ATTRIBUTION

LINEAR	Each touch point in the conversion path receives equal credit *Ideal for campaigns that are focused on relationships. Good for service based businesses*
TIME DECAY	The touch points closest to conversion receives the most credit *Use for sales cycles with short consideration cycles. If you are running promotions then this will be a useful.*
POSITIONED BASED	The first and last touch points receive 40% of the credit each and the remaining 20% is spread in the middle *For understanding what first and last touch points are creating awareness and closing completions.*

ACTIVITY – COMPARING ATTRIBUTION MODELS



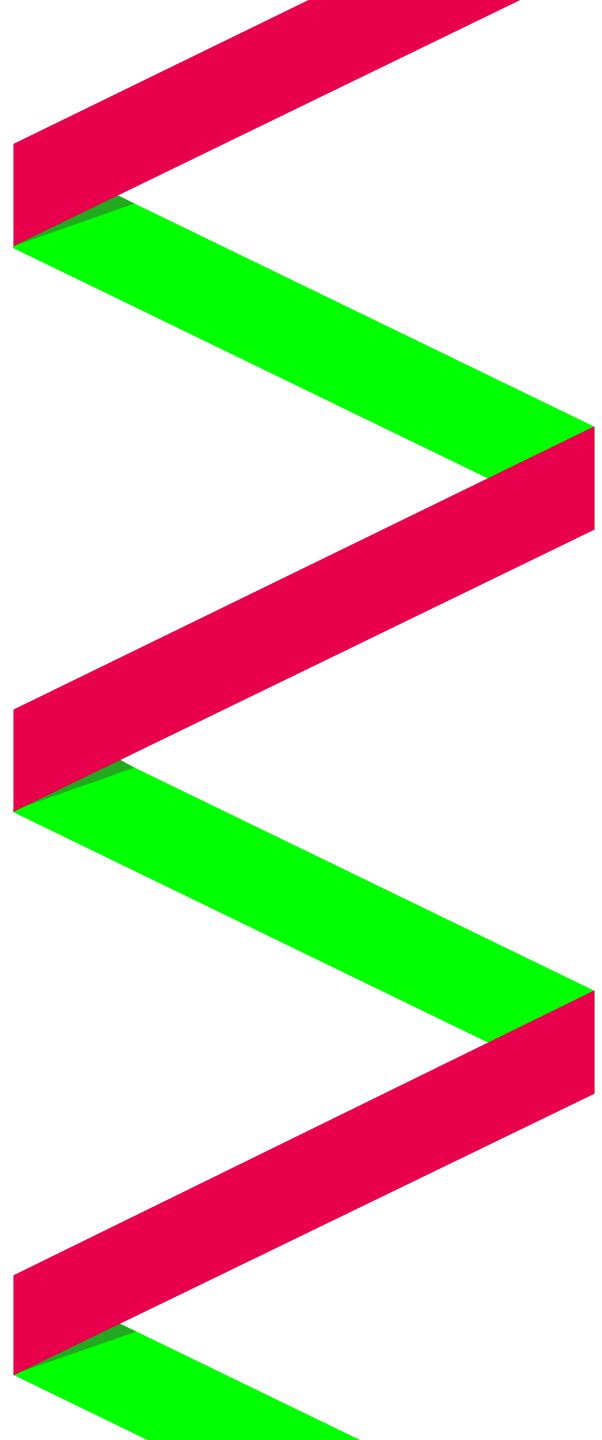
Last Non-Direct Click vs Last Interaction vs Select model

Primary Dimension: MCF Channel Grouping | Source / Medium | Source | Medium | Other | Channel Groupings

Secondary dimension | advanced

MCF Channel Grouping	Spend (for selected time range)	Conversions & CPA: Last Non-Direct Click – Conversions	Last Non-Direct Click – CPA	Last Interaction – Conversions	Last Interaction – CPA	% change in Conversions (from Last Non-Direct Click): Last Interaction
1. Organic Search	—	79.00 (74.53%)	—	69.00	—	-12.66%
2. Direct	—	17.00 (16.04%)	—	29.00	—	70.59%
3. Referral	—	5.00 (4.72%)	—	5.00	—	0.00%
4. Paid Search	£115.91	2.00 (1.89%)	£57.96	2.00	£57.96	0.00%
5. Social Network	—	2.00 (1.89%)	—	1.00	—	-50.00%
6. Email	—	1.00 (0.94%)	—	—	—	—
7. Display	£56.31	0.00 (0.00%)	£0.00	0.00	£0.00	0.00%

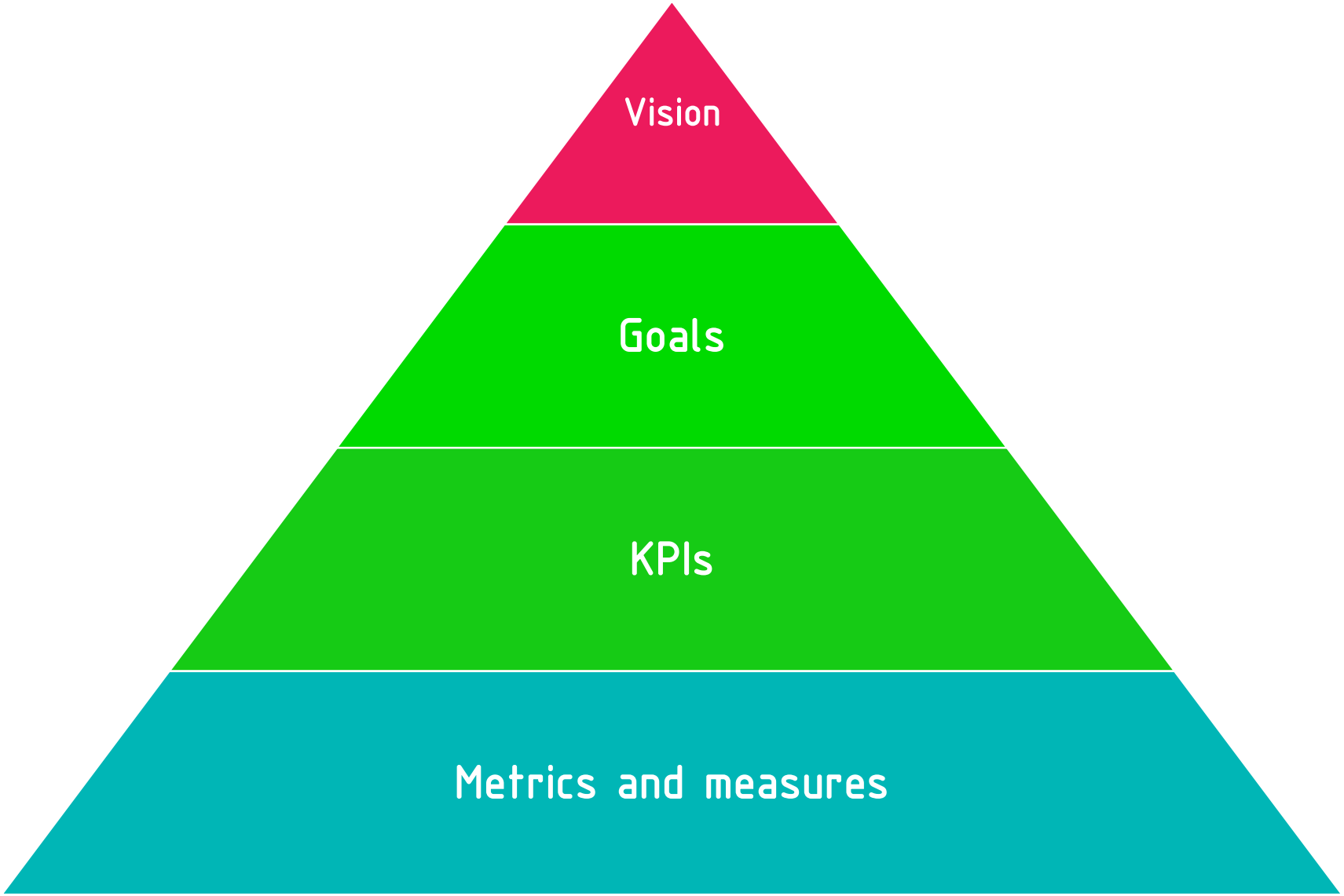
REPORTING



You can’t manage what you can’t measure.

Peter Drucker, Management Consultant Guru

DEVELOP KPI'S THAT UNDERPIN OBJECTIVES



BARRIERS

FOCUS
AGENCIES
BUSY MARKETERS
ANALYTIC TOOLS
Vanity metrics
Scared of tracking
Lack of time to evaluate
Not speaking the right language

BARRIERS

- Lack of resources
- Lack of strategy
- Siloed organisation
- Too much data
- Lack of senior management buy-in
- Difficulty reconciling data
- Lack of trust in analytics
- Poor technology

CHANNEL INTERACTION

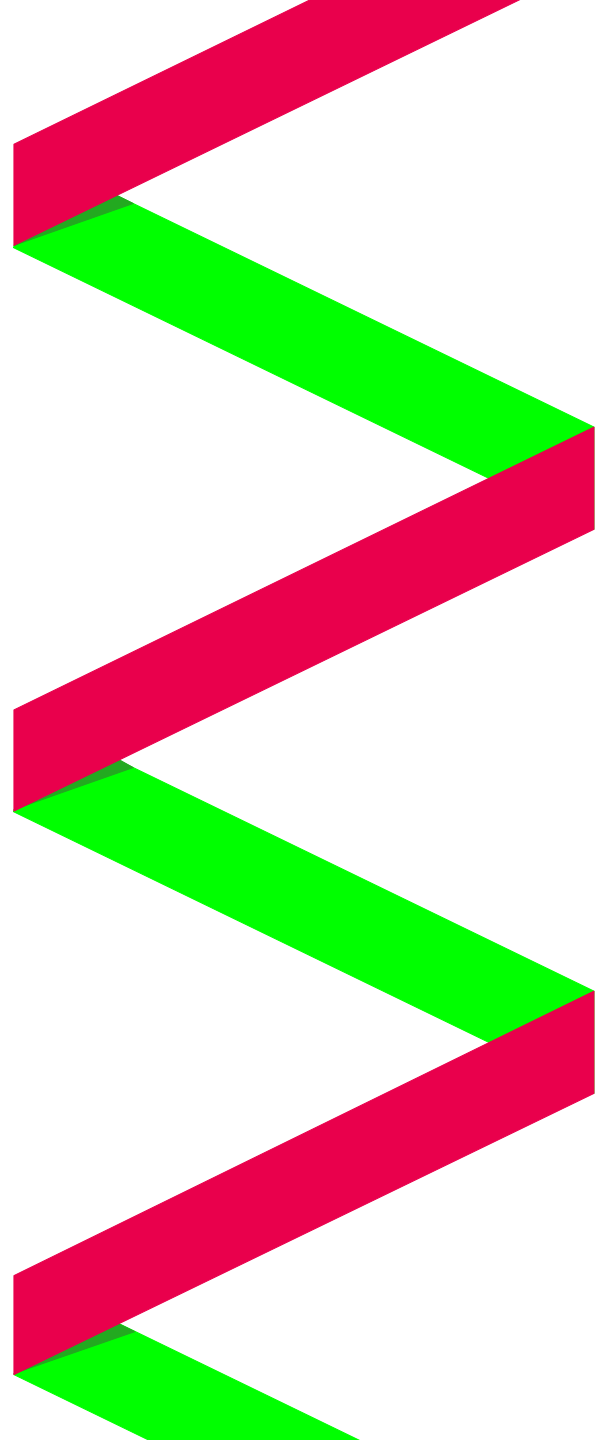
Customers interact with your business not channels.

B2B	B2C
Extent of personal contact	Helpfulness
Flexibility	Value for time
Implicit understanding of customer needs	Customer recognition
Pro-activity in checking that everything is okay	Promise fulfilment
Promise fulfilment	Problem solving
Knowledge	Personalisation
	Competence
	Accessibility

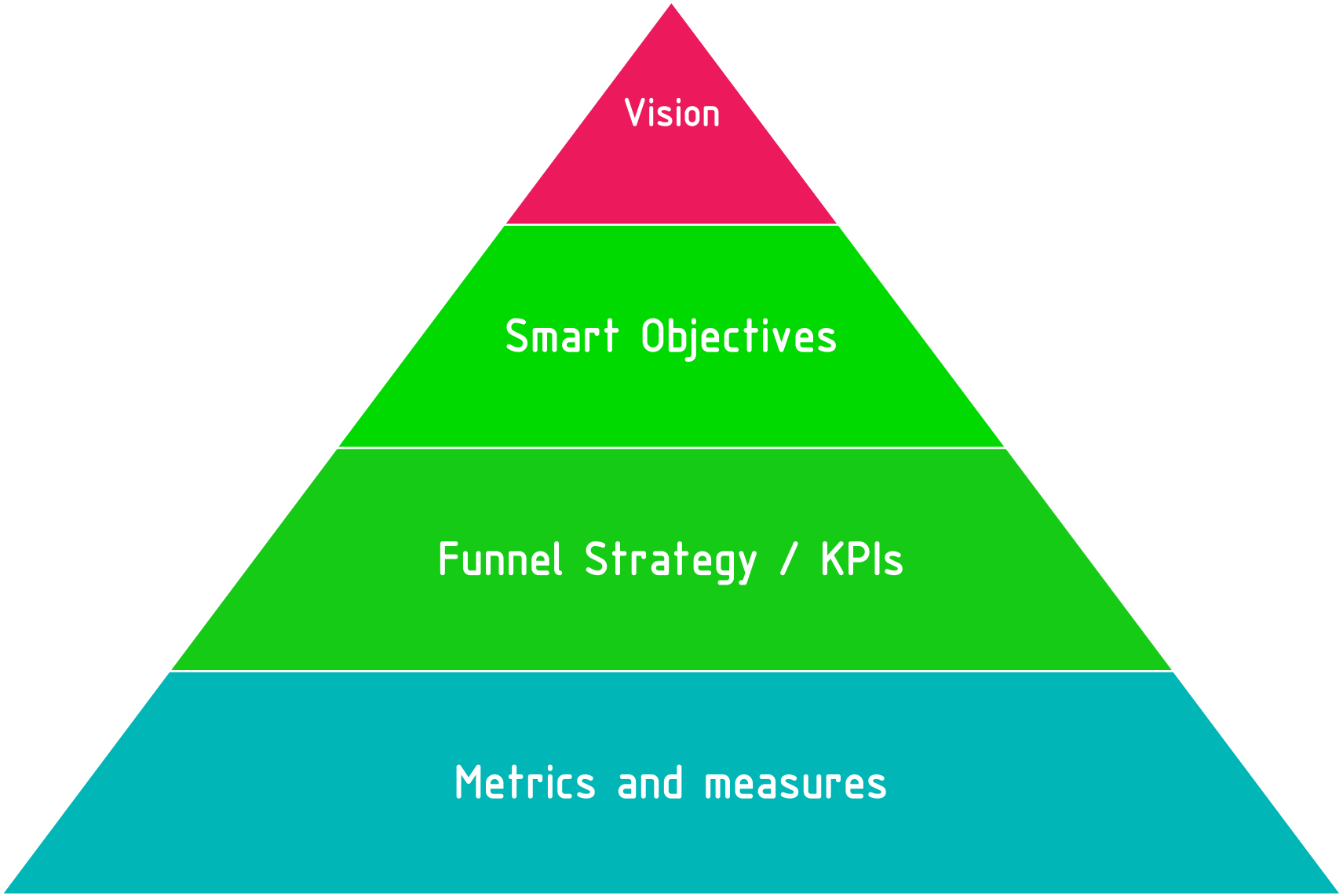
CHANNEL MEASUREMENT

Experience	Areas for measurement
Extent of personal contact	> CRM system > Marketing automation > Email - personalisation
Implicit understanding of customer needs	> Content > Website performance, e.g. user journey
Knowledge	> Content > Email > Marketing automation
Problem solving	> Content
Personalisation	> Email > Website, e.g. how frequently “recommended for you” is clicked on

AN APPROACH TO CREATING A DASHBOARD



START FROM THE TOP



RE-STATE THE OBJECTIVE

Core Objective:
Maximise sales enquiries from digital channels.

Project Objective:
Manage digital advertising, SEO and website support. Maximise return from the advertising budget through effective media planning and media buying.

KPI's:
Measure the monthly sales enquiries* (estimate figures)
Measure the number of monthly website **visitors**
Measure a quality score of monthly website **visitors (pageviews)**

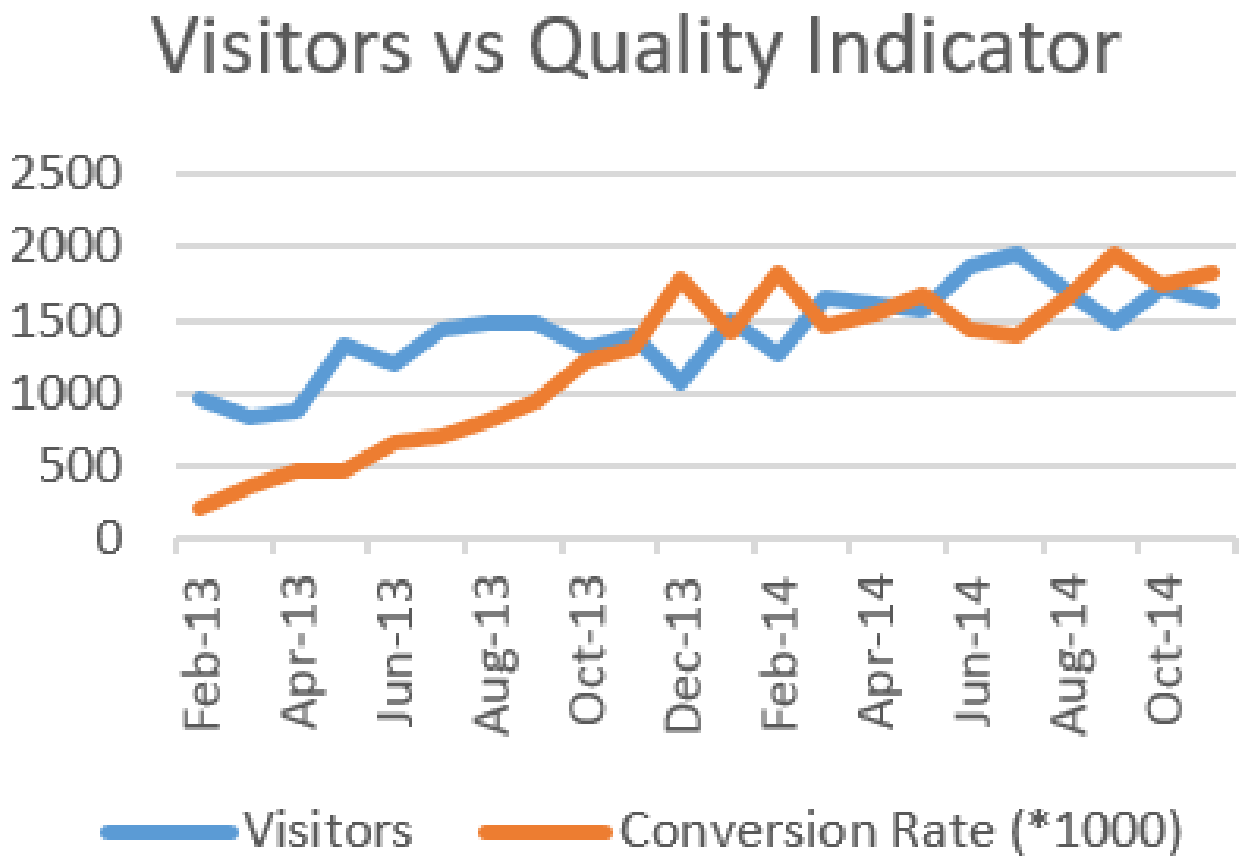
Resources:
5-days internal employee per month
5-days agency per month
£5,000 per month ad budget

RE-STATE THE STRATEGY

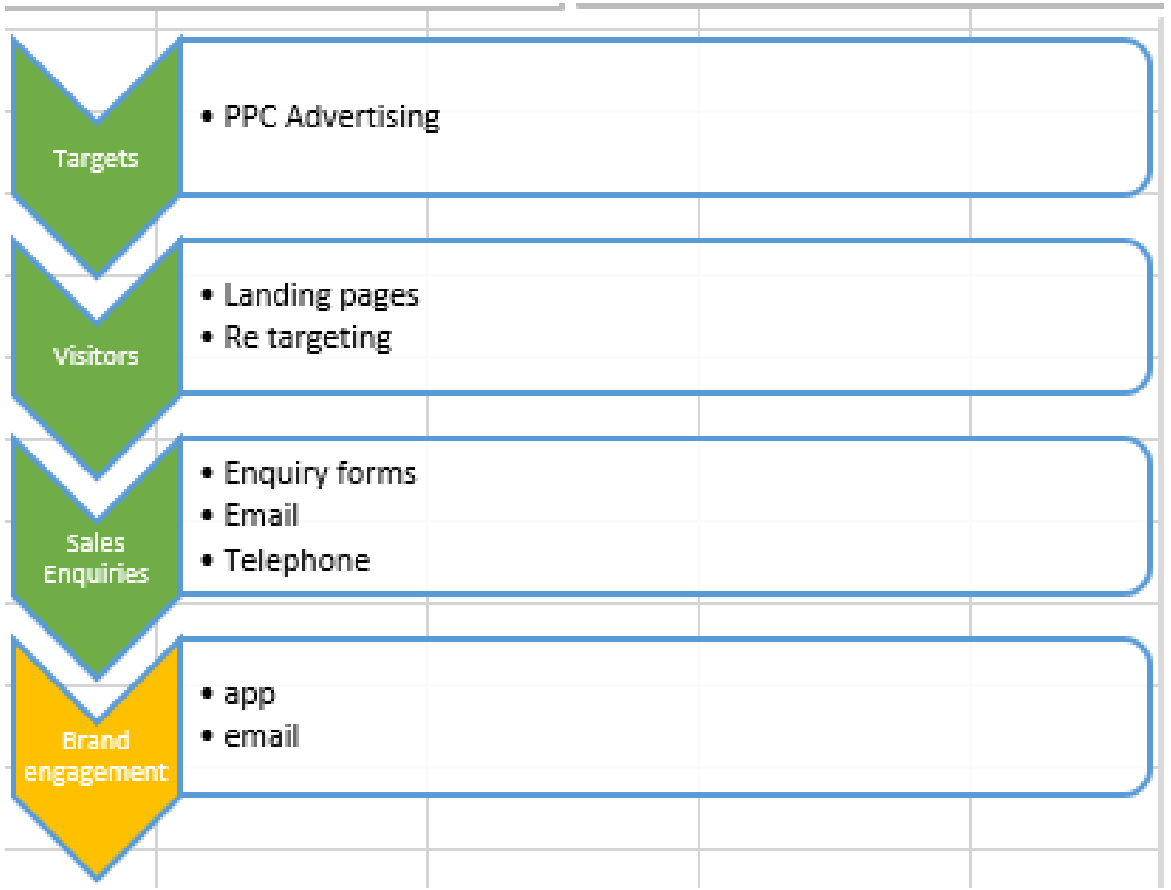
Strategy:

Reach new target audiences by manufacturer brand searches
Reach new target audiences by location searches
Drive visitors from landing pages through contact to convert to sales enquiries
Increase brand awareness and engagement by driving app downloads and engaging customers with email campaigns

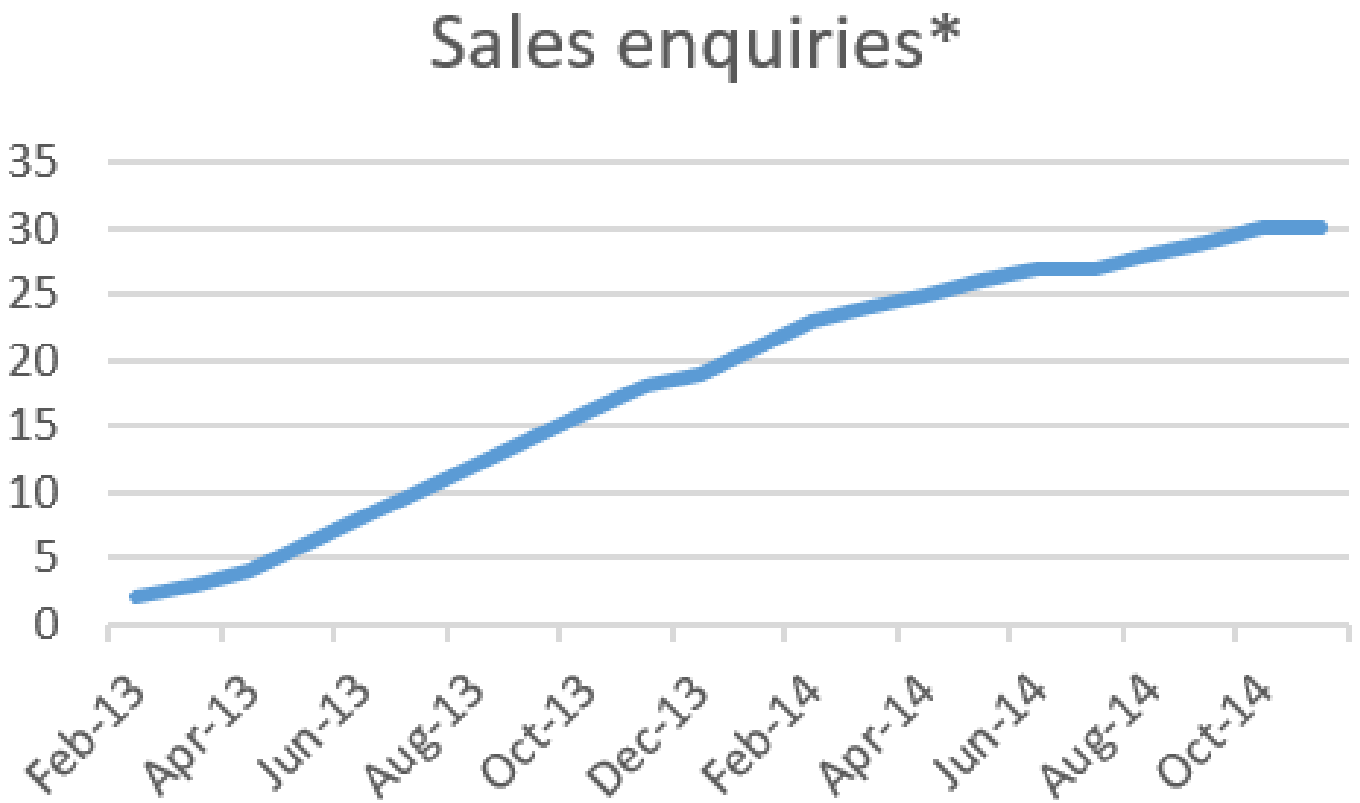
WEBSITE VISITORS VS CONVERSIONS



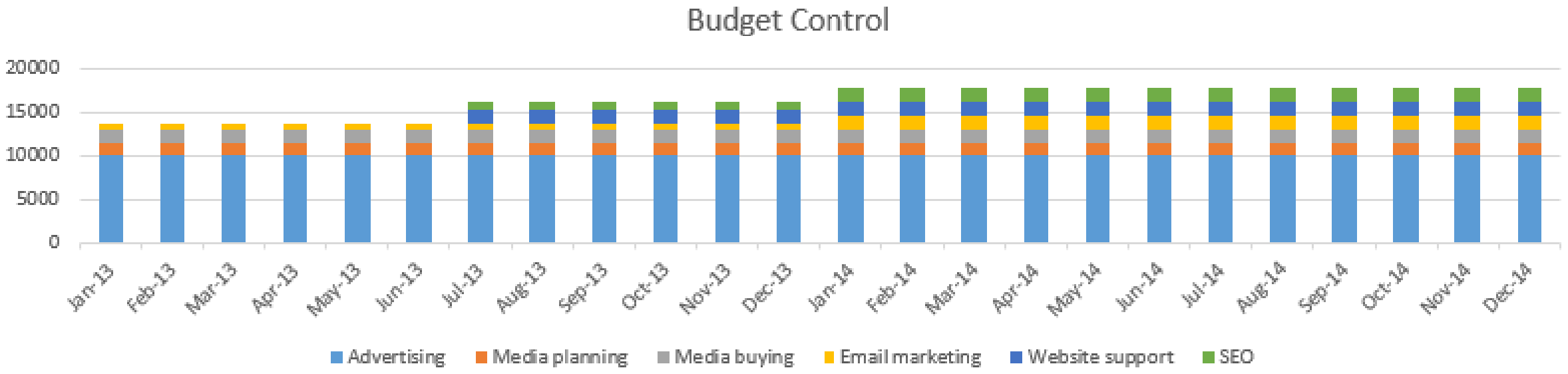
VISUALISE THE FUNNEL



FOCUS ON THE CORE OBJECTIVE



WATCH THE SPEND



THE DASHBOARD

Core Objective:
Maximise sales enquiries from digital channels. Provide marketing services advisory, implementation and management services.

Project Objective:
Manage digital advertising, SEO and website support. Maximise return from the advertising budget through effective media plannning and media buying.

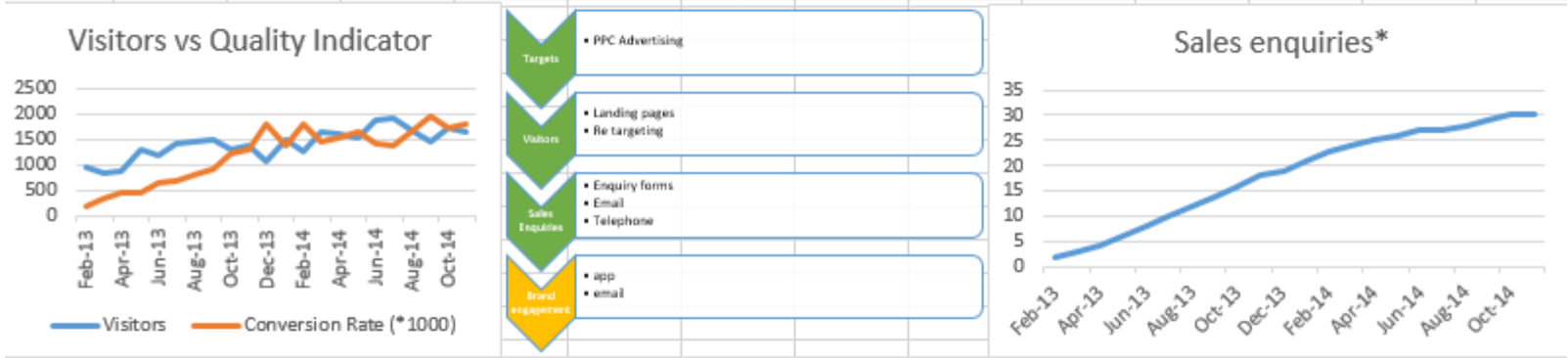
KPI's:
Measure the monthly sales enquiries* (estimate figures)
Measure the number of monthly website **visitors**
Measure a quality score of monthly website **visitors (pageviews)**

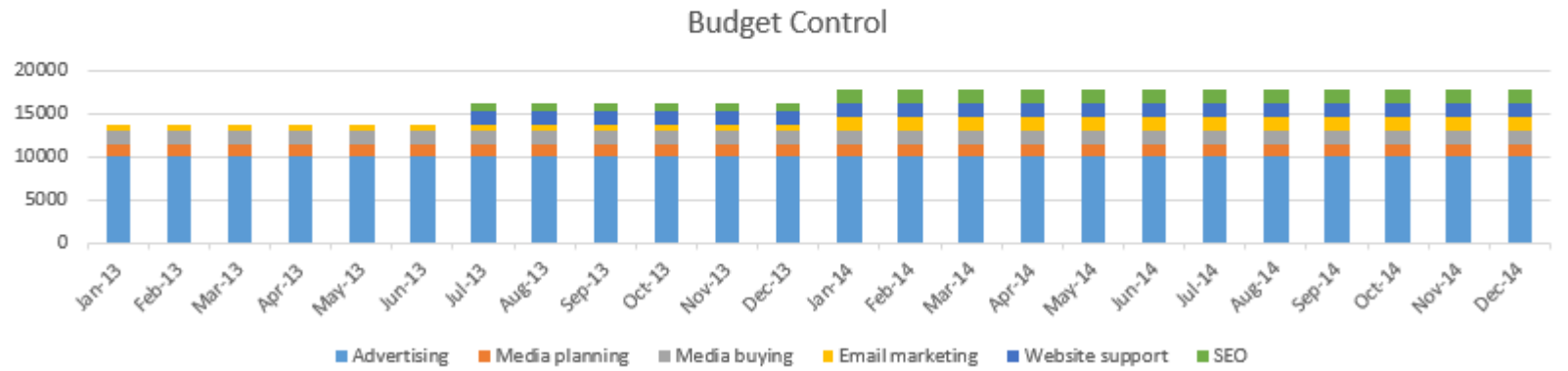
Resources:
5-MT-consultancy-days per month
£5,000 per month ad budget

Strategy:

Build effective measurement processes for KPI's
Reach new target audiences by manufacturer brand searches
Reach new target audiences by location searches
Drive visitors from landing pages through contact to convert to sales enquiries
Increase brand awareness and engagement by driving app downloads and engaging customers with email campaigns

Current Key Insight and reccommendation:
Conversion rate has reached 2% - Increase sales enquiries by increasing target visitors with 50% increase in ad spend - accounts@minttwist.com

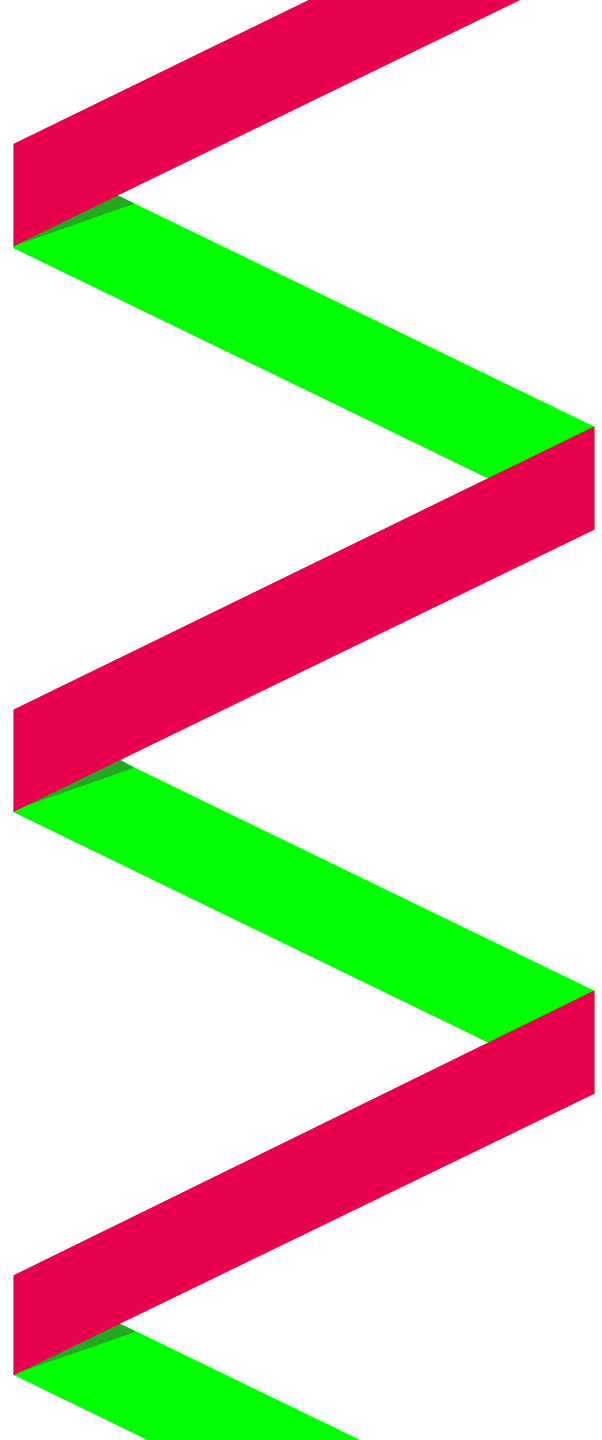




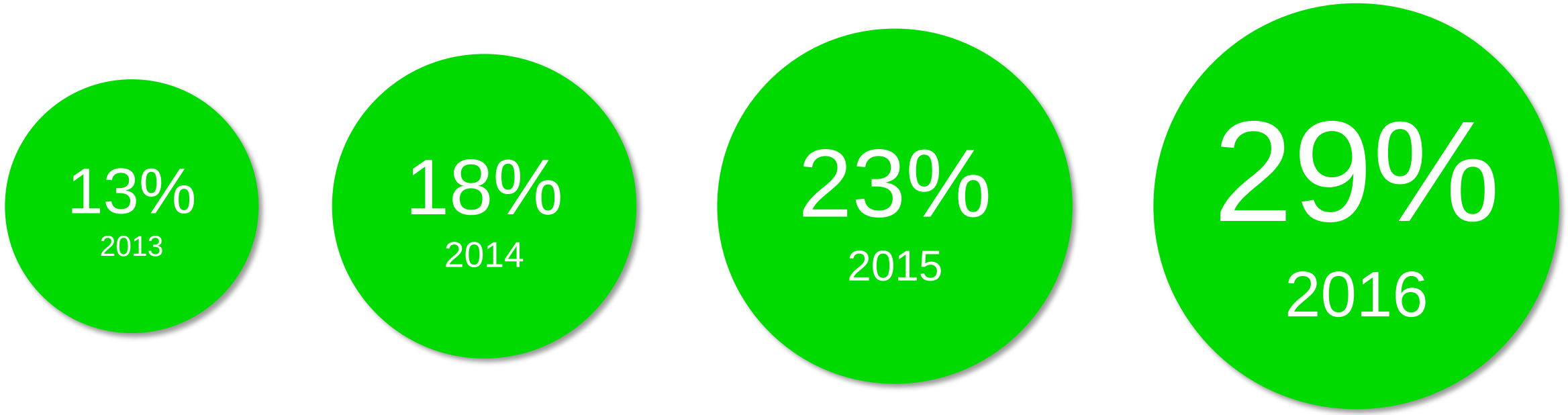
ACTIVITY

> Sketch out a **HIGH-LEVEL** reporting dashboard for your Marketing function

TRENDS



Rise of Mobile Search

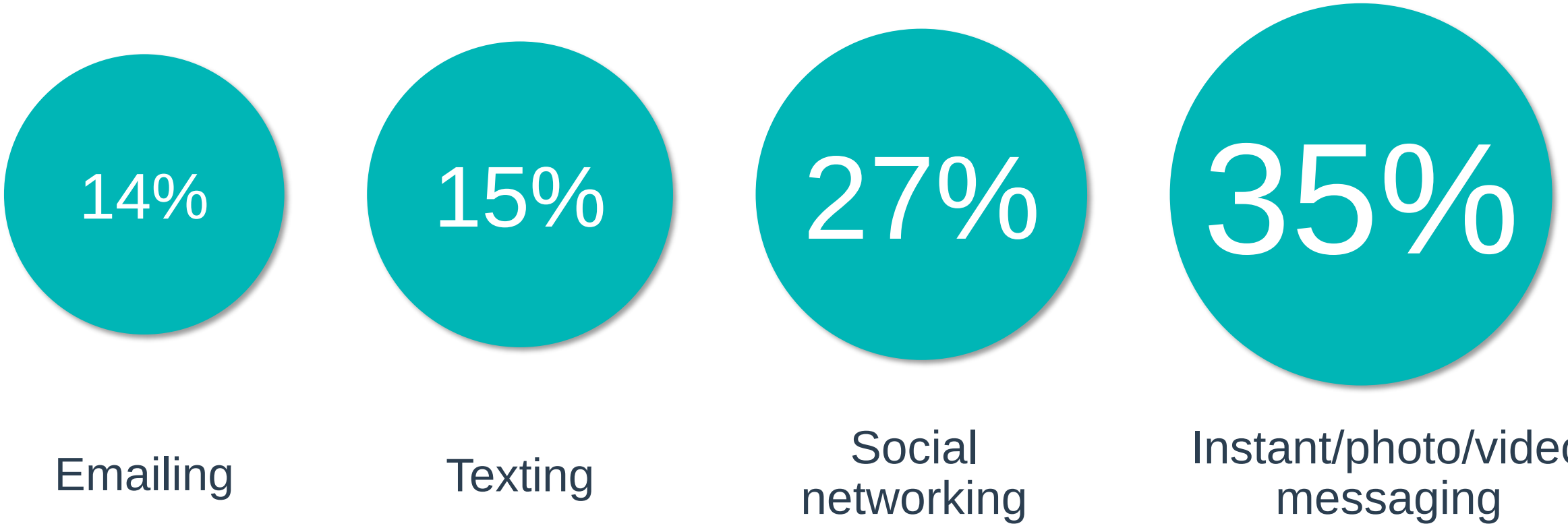


"Hey Siri, what's the best university in London?"

B2B (as well as B2C) Customers Resonate with Authenticity

Conversations are moving

- Communication break down of 16-24 year olds in the UK



THANK YOU, STAY IN TOUCH!

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https://www.linkedin.com/in/elliottking/