



*Welcome to*

# Creating an Effective Digital Marketing Strategy



Dial:

Passcode:

# Session Goals

By the end of the webinar, you will be able to:

- Identify the core elements of a digital marketing strategy
- Set goals for your digital marketing efforts
- Define your intended audience
- Create a basic digital marketing strategy to reach your goals
- Develop a journey map

# Today's Speaker



Jeff Rum

Ignite Digital  
Strategy Group

# What is a digital strategy?

Digital strategy is the process of translating an organization's goals into a plan that will create effective digital marketing initiatives by:

- listening and responding
- bridging brand experiences
- engaging your audience
- activating new relationships

# Why Digital Strategy?



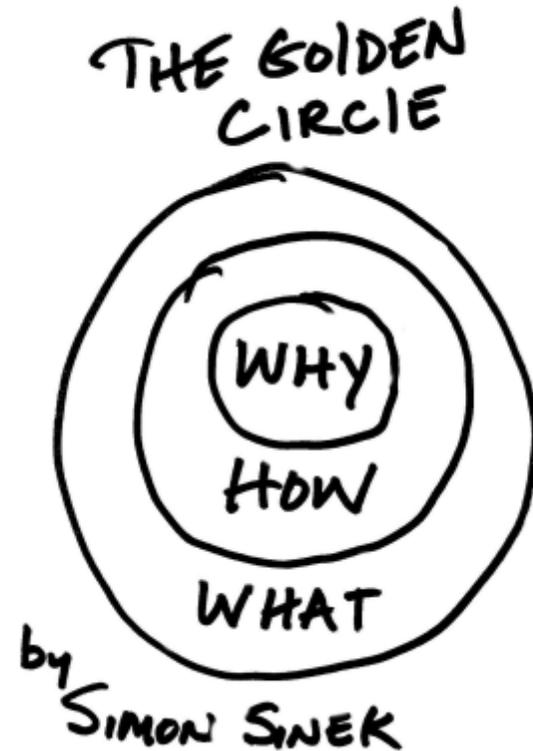
# Why Digital Strategy?



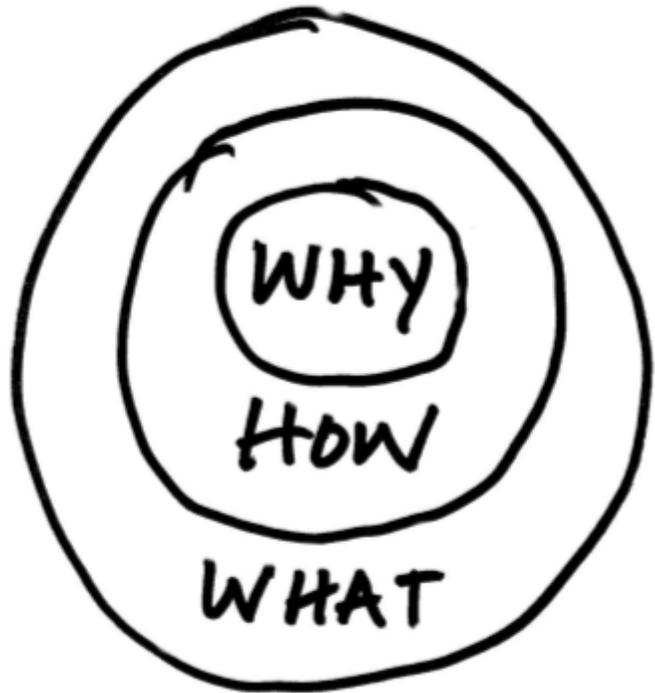
# Is online right for my audience?

- Is the audience we are trying to reach active online?
- Are our marketing resources better spent somewhere else?
- Is digital marketing key to our overall business strategy?
- Are we looking to expand and reach new users?

# Getting Started – Knowing Your “Why?”



# Knowing Your “Why?” Example

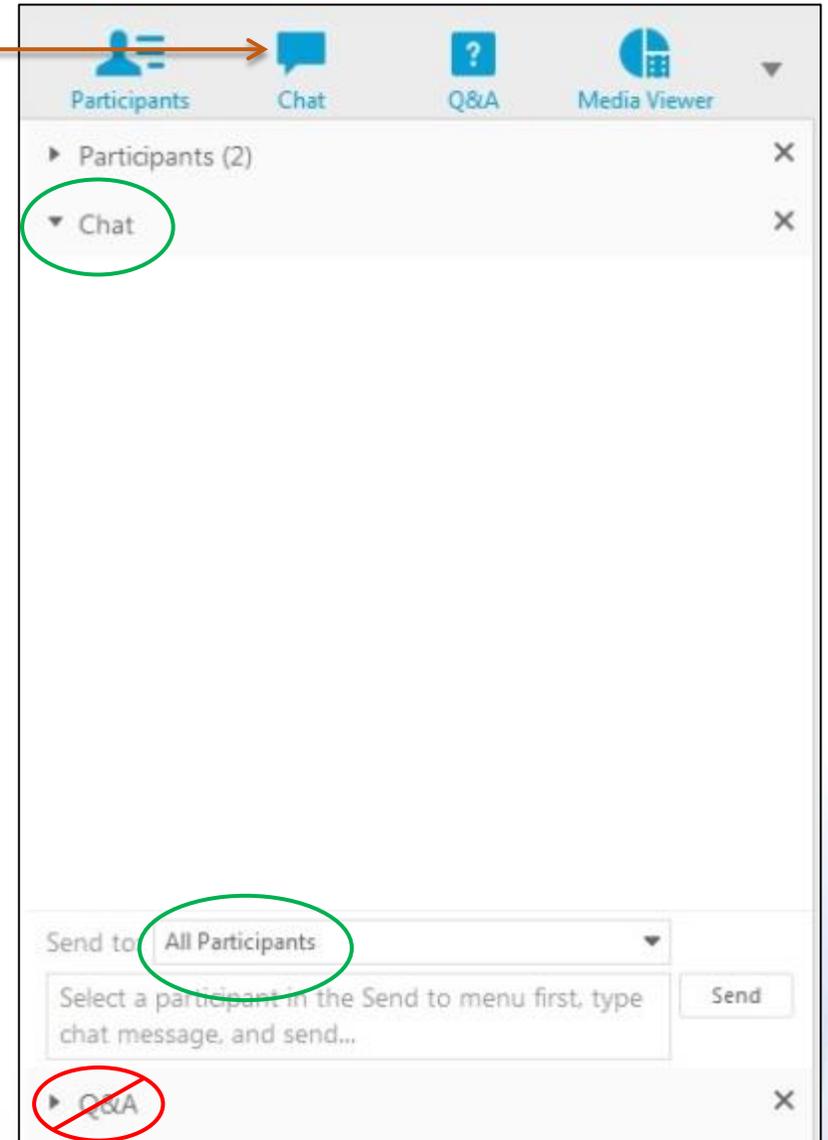


*With everything we do, we aim to challenge the status quo. We aim to think differently. Our products are user friendly, beautifully designed, and easy to use. We just happen to make great computers. Want to buy one?*

# Chat Question

- What is your organization's "Why"?

Click this button  
if you don't see  
the chat panel.



# Steps to Create a Digital Strategy

- Set Goals
- Define Your Audience
- Create a Journey Map
- Develop a Campaign
- Draft a Content Calendar
- Plan Resources
- Measure Results

# Setting Goals



# Setting Goals



*Tutor on Wheels*

Increase number of Tutor on Wheels volunteers by 20% to meet anticipated demand in 2017-18.

Add 100 new donors to the Tutor on Wheels system in order to hire part-time associate.

Add 10 corporate supporters listed on the Tutor on Wheels website. This will add funds to repair three vans.

Educate the local community about homeless students using Facebook promoted posts. Goal: 100,000 views

# Defining Your Audience



*Tutor on Wheels*



# Defining Your Audience



## OLIVIA:

**The Millennial Young Professional**  
“How can I give back to my local community?”

### OLIVIA'S STORY

Olivia has been employed in a finance role at a products and services company for two years after graduating with a degree in business. Although she's satisfied with her current position, she's been thinking about her future, which includes an advanced degree and possible career switch. This seems to be a good time for her to return to school as she doesn't have any personal commitments, but she is concerned about incurring debt.

### HER IDEAL EXPERIENCE

- To attend a full-time program with a classroom experience
- A program with quality faculty, accreditation, and good job placement status
- A competitive environment, large class size, team emphasis, authoritarian professors, formal environment, and close-knit community
- Participate in internships and school clubs

### GOALS

- To explore other careers and/or determine if she should advance in her current career
- Wants to get a new job in consulting, product management, or operations/logistics
- Increase job opportunities and salary potential
- Develop general business knowledge, skills, and abilities

### RESERVATIONS

- Financial concerns
- Scores on admissions tests
- Strength of undergrad grades



“I feel lucky that I've had the educational opportunities, and now I'm looking for ways to volunteer and make a difference in my city.”

### PROFILE

- Undergraduate Degree: Business
- Current Industry: Products and Services
- Job Function: Finance/Accounting
- Age/Family: 25 and single
- Region: Western Europe
- Program Interests: FT MBA, Master of Accounting
- Financing Options: Parental support, loans, grants/fellowships/scholarships

### TECHNICAL ABILITIES/INFORMATION SOURCES

- Very competent, but not at the leading edge
- Good connectivity at home, work, and mobile
- Loves her devices, especially her phone
- School websites, friends/family, mba.com

### ATTRIBUTES

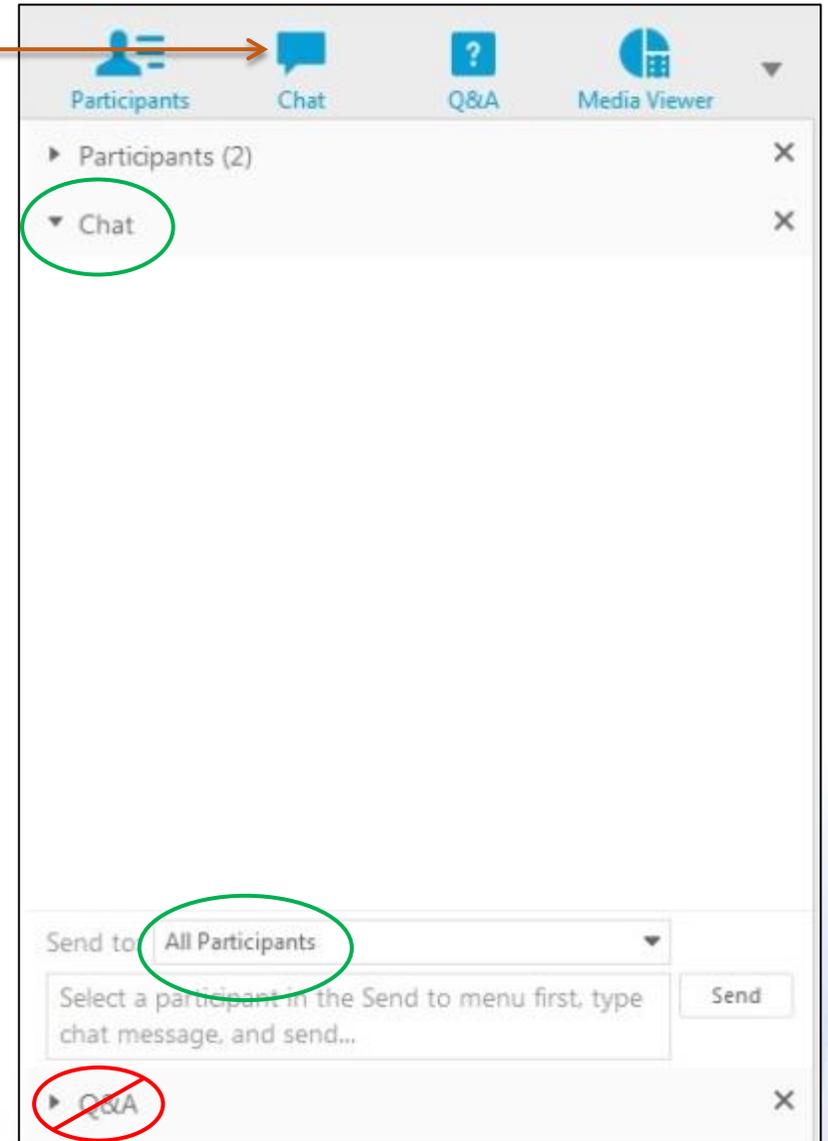
- Heavy social media user that uses it to stay in touch with family/friends and for entertainment; Not likely to rely on social media for deciding about a school/program
- Capable searcher but often shortcuts by asking friends first
- Financial security, career/work, friends/acquaintances are important to her

- Name
- Story
- Ideal Experience
- Goals
- Reservations
- Profile
- Technical Abilities
- Attributes

# Chat Question

- What is at least one persona you would create as part of your target audiences?

Click this button if you don't see the chat panel.



# A Customer Journey Map...

- Increases consistency in messaging
- Identifies opportunities to help your audience take the next step in the journey
- Identifies pain points or road blocks so you can remove them
- Builds empathy for your audiences and consensus internally to support those audiences

# Stages of the Customer Journey

- Awareness
- Consideration
- Intent
- Decision
- Loyalty



# Creating a Journey Map

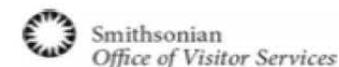


*Tutor on Wheels*

	Awareness	Consideration	Intent	Decision	Loyalty
Website (all devices)	N/A	Volunteer Landing Page Sign up	N/A	Volunteer Form Submission	
Email	N/A	N/A	Email Alerts for Volunteer Opportunities		Volunteer Email List Serve
Social Media & Other Third-Party Sites	Facebook Campaign				Like Our Facebook Page
Advertising (PPC & traditional formats)	Google AdWords				

# Another version of a Journey Map

## The South Mall Visitor Journey SUMMARY OF VISITOR MOMENTS

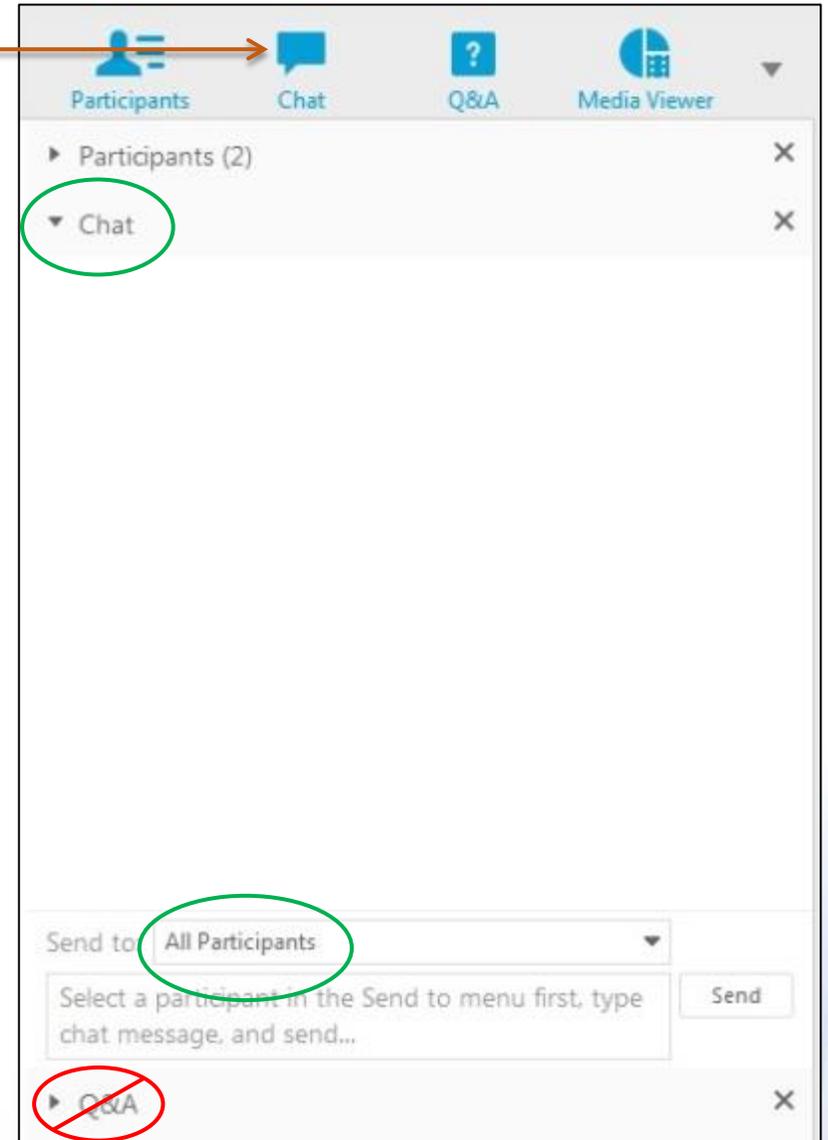


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# Chat Question

- Using the persona you chose in the last activity, what channels would you use for the journey map?

Click this button if you don't see the chat panel.



# Developing a Campaign

- Campaign title
- Key message
- Content – text, images, video, etc.
- Identify channels (from journey map)
- Call to action



# Drafting a Content Calendar

- Strategic goals require strategic tools
- Focus allows you to reach your goals
- Calendar provides accountability
- Improves internal communication
- Gain appreciation from your audience



# Drafting a Content Calendar



*Tutor on Wheels*

Jane Doe  
Jack Smith  
04/30  
05/01

Volunteer Day  
@ University  
Campus

Volunteer+Day.jpg

Facebook  
Email



RSVP Page

Jane Doe  
Jack Smith  
04/30  
05/01

Work/Life  
Balance Tips &  
Volunteerism

WLB\_Tips.doc

Facebook  
LinkedIn



Facebook Page  
Like/Follow

Jane Doe  
Jack Smith  
04/30  
05/01

Volunteer  
Spotlight:  
Robert Smith

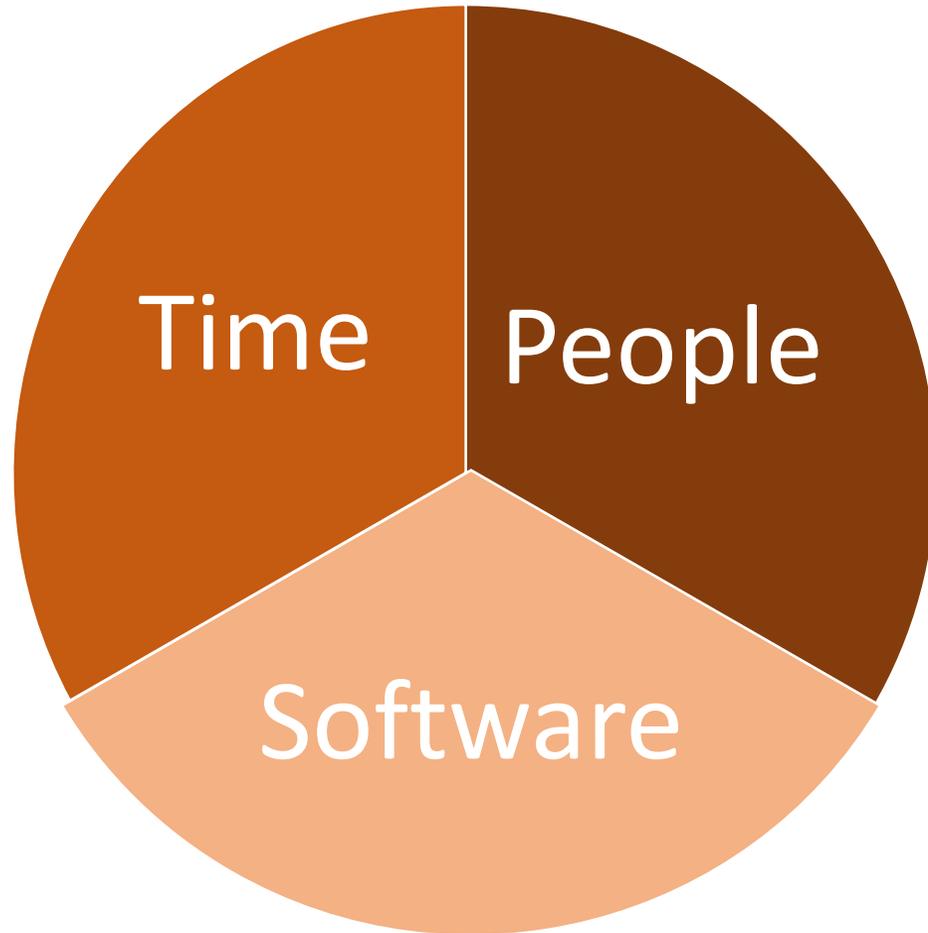
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Facebook  
Email  
Website



Website Visit  
Share Page

# Planning Resources

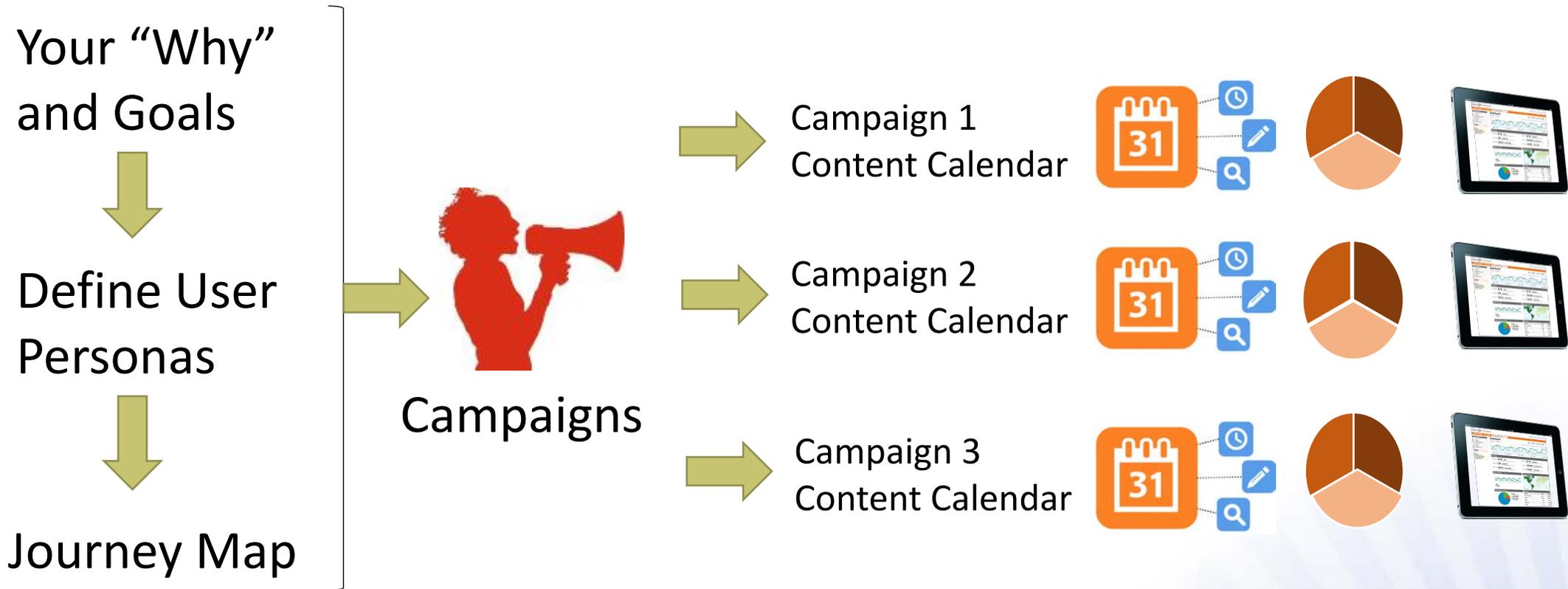


# Measuring Results

- Driving Traffic
- Defining the most useful to users
- What actions users took



# Digital Strategy Components



# Resources

- [www.igniteaction.co/resources](http://www.igniteaction.co/resources) - Goal Setting & Content Calendar templates/resources
- User Persona Creator – xtensio.com
- Journey Maps – Megan Grocki and UX mastery, Big Door and Search Pinterest for “Customer Journey Maps”
- *Attracting Donors and Volunteers on Non-Profit and Charity Websites* by Nielsen Norman Group – [www.nngroup.com/reports](http://www.nngroup.com/reports)

# Next Steps

- Create your “Why?”
- Set your campaign goals
- Define your audience
- Develop a journey map

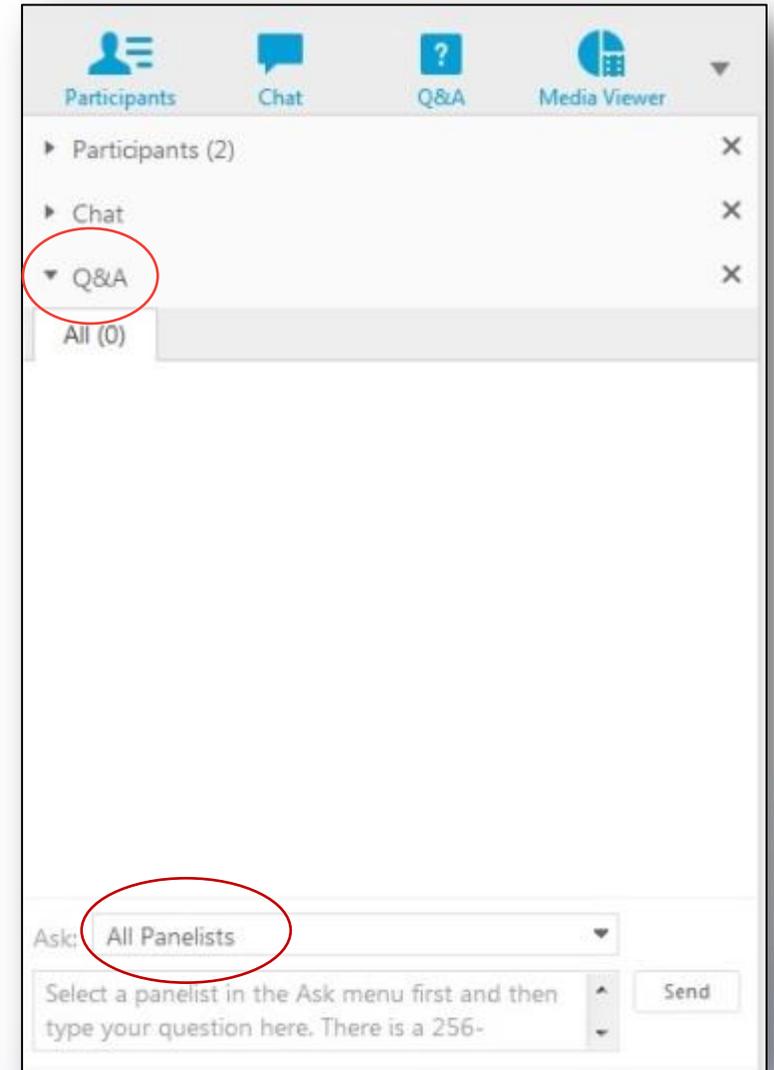


# Evaluation

- Please take a few moments to share your feedback through the quick poll on the right side of the screen.
- How can we improve these sessions? What topics should we include in future webinars?
- Thank you very much for your time and participation!

# Questions ?

- To ask a question verbally, call in using the number on this slide and press \*1
- To ask a question electronically, use the Q&A feature located in the bottom right corner of the screen. Please ask “All Panelists”



# Thank You for Your Participation!

If you have further questions or for more information, contact us:  
[VISTAwebinars@cns.gov](mailto:VISTAwebinars@cns.gov)

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**In Their Shoes: Perspectives on Spending Decisions Made by Americans  
Living in Poverty – April 25**

**2:00pm Eastern**

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