

Your marketing and digital strategy

How to make your communications stand out

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January 2022



Introduction

Agenda

Agenda item	Time
Objectives	9.00 – 9.05
Aligning your comms with your strategy	9.05 – 9.25
Who are your audiences?	9.25 – 9.30
Prioritising your audiences	9.30 – 9.40
Understanding your audiences - Personas	9.40 – 9.50
Understanding your audiences – Unmet Need	9.50 – 10.10
Reflections	10.10 – 10.15
Connecting with your audiences	10.15 – 10.25
Knowing what to say	10.25 – 10.35
Knowing how to say it	10.35 – 10.50
Plan of action	10.50 – 10.55
Reflections and Close	10.55 – 11.00

Objectives

- ▼ Linking marketing with your overall goals
- ▼ Understanding who you want to speak to
- ▼ Positioning why what you do matters to them
- ▼ Planning how you are going to speak to them
- ▼ Simplifying what you want to say
- ▼ Identifying where you are going to communicate with them
- ▼ Putting your plan into action

Your plan

Aligning your comms with your strategy

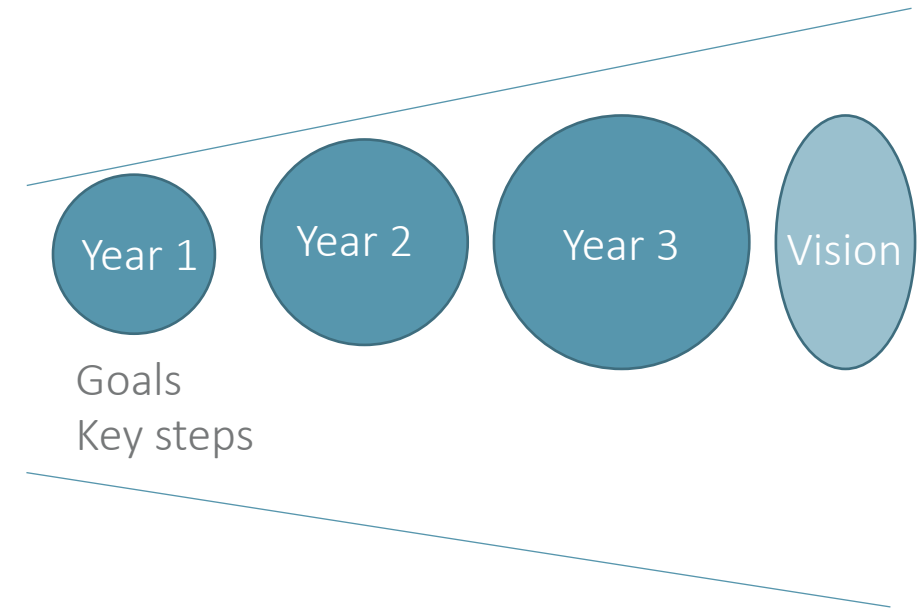
▼ **Where are you now?** What works well, where are your strengths and capabilities?

▼ **Where do you want to be?** What is the big picture ambition? What does your organization want to be to achieve, and when?

▼ **What are the key steps you need to take to get there?** What are the big steps that you need to achieve your goals?

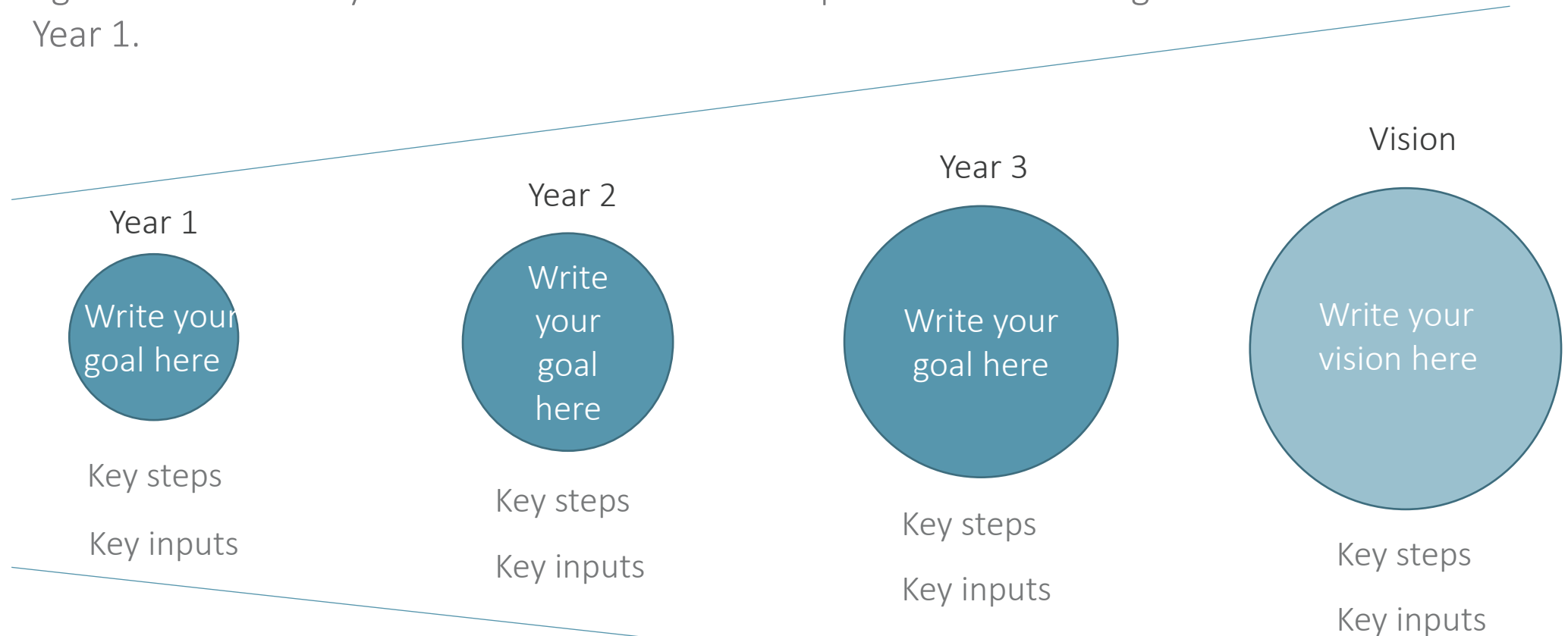
▼ **What are the key inputs to make the key steps possible?** What are the activities you need to undertake to enable the big steps to happen?

▼ **What does your marketing and digital strategy need to look like to support your plan?** Who do you need to speak to, how do you need to do this and when?



Mapping your plan and your goals

- ▼ In 15 mins copy this template and sketch out your strategic vision goals against. Start with your vision and then build up the detail starting with Year 1.

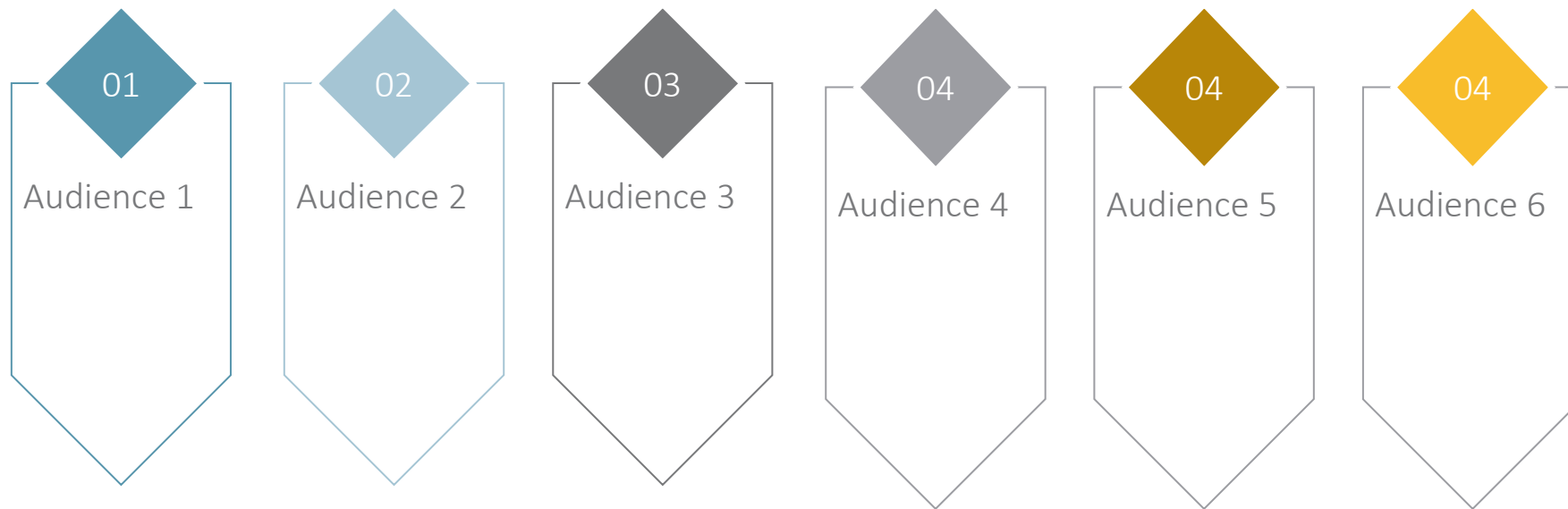


Learning about your audiences

Who are your audiences?

- Who are the key individuals or groups you need to communicate with?
- Capture the priority audiences you want to speak to (and if you find it useful you can also rank them).
- Try to be specific about 'who' they are. It will make the developing the rest of the plan easier.

In 3 mins to write down the key audiences you want to communicate with in the spaces below.



The diagram consists of six identical vertical boxes arranged horizontally. Each box has a diamond-shaped top section containing a number and a larger rectangular section below for writing. The boxes are labeled as follows:

Number	Audience Label
01	Audience 1
02	Audience 2
03	Audience 3
04	Audience 4
04	Audience 5
04	Audience 6

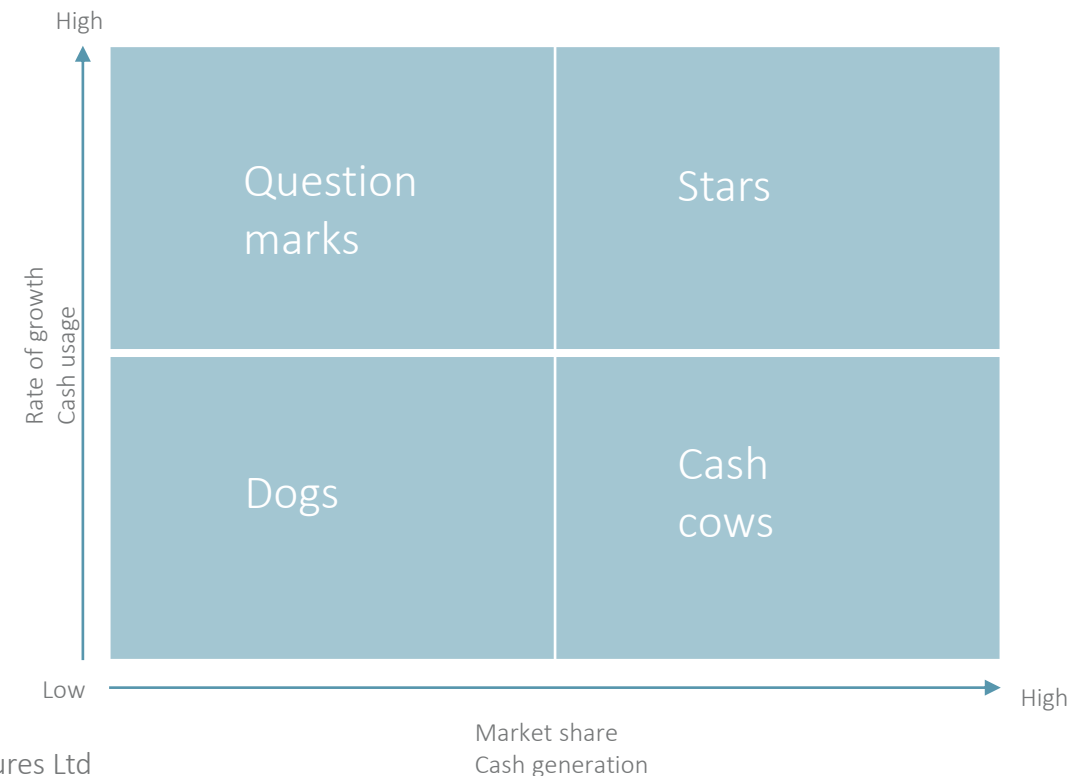
Prioritising your audiences

When you have limited resource focus your energies where its likely to have most benefit to support what you want to do. Mapping can help you understand the landscape you are working in:

- where there are opportunities for development with
- which audiences you should focus on
- Which areas you should focus on less.

Mapping tool

- Dogs – These are products with low growth or a small share in the market you operate in.
- Cash cows – Products in low growth areas which have a high percentage of the market (or the sales for the market) you operate in
- Question marks – Products in high growth markets with a low share in the market you operate in.
- Stars – Products in high growth markets which have high percentage of the market or the sales in the market you operate in.



Prioritising your audiences

You have 7 mins to map your audiences across the matrix and to shortlist the 3 you think are most promising to spend time on:

Mapping tool

- Dogs – These are products with low growth or a small share in the market you operate in.
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Understanding your audiences – Personas

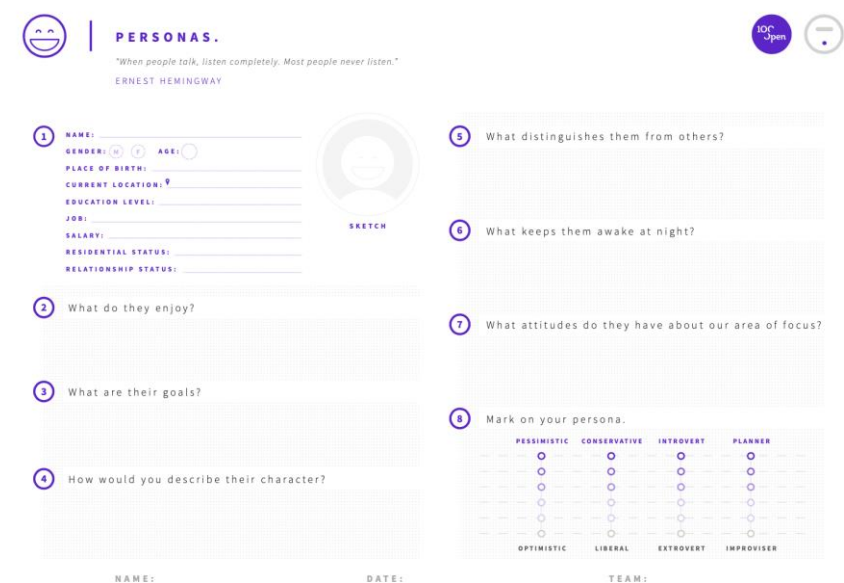
Personas are usually fictional characters – they are designed to capture the needs, goals and behaviours of real audiences. They are designed to:

- Help us explore our audience and understand those we want to engage with
- Help us understand who they are and remind us that we are not designing for ourselves but those we want to engage with.
- Make it easier for us understand who we are trying to attract and see things from their perspective, not our own.

Create one persona for each audience.

You may decide you may need more than one persona for particular subgroups of people within a particular grouping you want to understand.

*ref: <https://www.100open.com/toolkit/> - for tools and definitions. Please ref if you use this.



PERSONAS.

"When people talk, listen completely. Most people never listen."
ERNEST HEMINGWAY

100Open

1 NAME: _____
GENDER: M F AGE:

PLACE OF BIRTH: _____
CURRENT LOCATION:

EDUCATION LEVEL: _____
JOB: _____
SALARY: _____
RESIDENTIAL STATUS: _____
RELATIONSHIP STATUS: _____

SKETCH

2 What do they enjoy?

3 What are their goals?

4 How would you describe their character?

5 What distinguishes them from others?

6 What keeps them awake at night?

7 What attitudes do they have about our area of focus?

8 Mark on your persona.

	PESSIMISTIC	CONSERVATIVE	INTROVERT	PLANNER
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NAME: _____ DATE: _____ TEAM: _____

Personas

- ▼ You have 5 mins to create a persona for one of your audiences

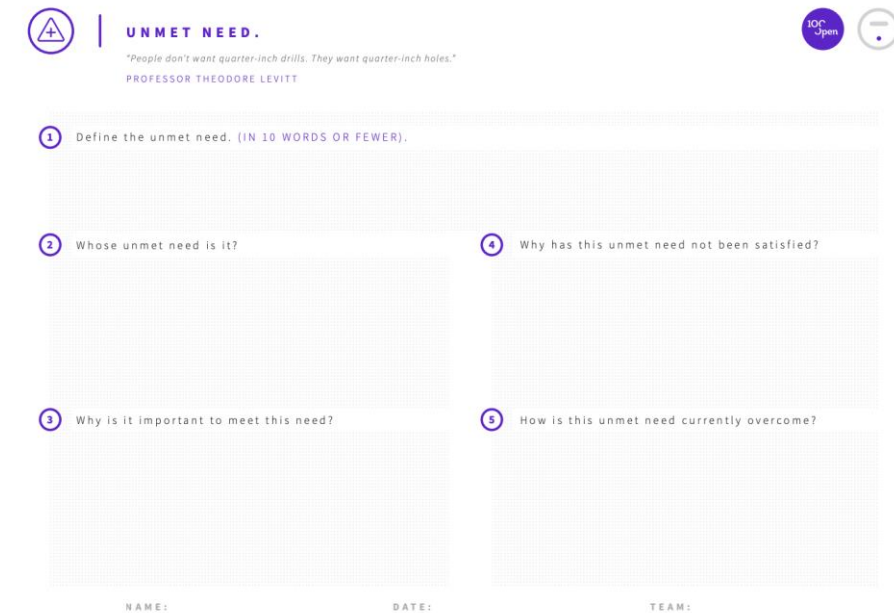
PERSONA			
Name:		Sketch	What are their goals?
Gender:	Age:		How would you describe their character?
Place of birth:			What distinguishes them from others
Current location:			What keeps them awake at night?
Education level:			What attitudes might they have about your organization or business?
Job:			Mark on your persona
Salary:			Pessimistic.....Optimistic
Residential status:			Conservative.....Liberal
Relationship status:			Introvert.....Extrovert
What do they enjoy?			Planner.....Improviser

Understanding your audiences – Unmet need

We want to understand who we are trying to engage. The personas help us understand who the audiences are and what keeps them awake at night.

The unmet need helps us understand the root of the core problem you want to solve for that person.

- Be as specific as you can about what the problem is (use simple, plain language)
- Ask why several times until you get to the root of the problem.
- Try and understand what work around they may be using (this may give you useful clues) or whether there are no alternatives – this is also useful information
- Why hasn't anything else met this unmet need (no technology advanced enough, too expensive to deliver, used to be a statutory service).
- Be clear about why its important to meet this need.



UNMET NEED.
"People don't want quarter-inch drills. They want quarter-inch holes."
PROFESSOR THEODORE LEVITT

1 Define the unmet need. (IN 10 WORDS OR FEWER).

2 Whose unmet need is it?

3 Why is it important to meet this need?

4 Why has this unmet need not been satisfied?

5 How is this unmet need currently overcome?

NAME: DATE: TEAM:

Unmet needs

You have 7 mins to outline your unmet need for the same persona:

UNMET NEED	
Define their unmet need (in 10 words or fewer):	What distinguishes them from others
Whose unmet need is it?	Why has this unmet need not been satisfied?
Why is it important to meet this need?	How is this unmet need currently overcome?

Part 1: Reflections and Questions

Connecting with your audiences – Meeting their unmet need

We now understand your audiences a little better. We have an idea of who they are and what they need. So how can you and your business speak to them in a meaningful and impactful way through your marketing?

We first need to better understand ourselves and our businesses. How can we meet our audiences needs? And why should they care about what you have to offer? What makes you unique?

Identifying a USP helps to give your marketing content a clear focus. It helps your audience to understand exactly why you are the right fit for them, quickly and clearly:

- What do you do?
- What do you do **better** than any body else?
- What do you do **differently** to anybody else?
- Think beyond just your product or service. It could be **how** you do what you do that makes you unique.
- Don't be afraid to be niche.
- Keep asking yourself, 'is this unique?' until you get to something that truly is.

Finding your USP

You have 5 mins to outline what makes your business truly unique:

DEFINING YOUR USP	
What service or product do you offer?	What do you do better than anybody else?
What do you do differently to anybody else?	How can you prove that?
Define your USP in a single sentence: We...	

Knowing what to say – Making your USP meaningful

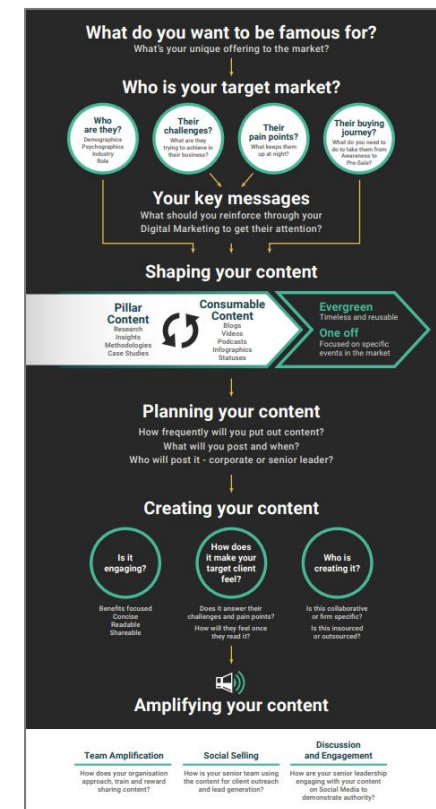
You have your USP. But how can you turn that into something meaningful that will make your audience sit up and take notice? It's not about doing *as much* marketing as you can. It's about creating marketing content that adds **real value** to your target audiences. We call this 'pillar' content. And for us it's our digital marketing framework.

Good pillar content gives you something to share with your audience that demonstrates how you can help them. It's something that sets you apart from your competitors and shows them how you're different.

You may already have something that fits the bill, and that's great. But let's think about some others:

- Think about your audience's **unmet need**
- Think about your **USP**
- How can you bring those together to **create real value**?
- Think creatively and think big!
- At this stage **more is more** when it comes to ideas. Don't be bound by format

Our Example



Content ideas

You have 5 minutes to think about some possible pillar content ideas that your audience will find valuable:

PILLAR CONTENT TOPICS / IDEAS	
1.	6.
2.	7.
3.	8.
4.	9.
5.	10.

Knowing how to say it – Turning your ideas into content

So how can you bring your great ideas to life? At this stage, it's important to think realistically. We know that not many people have the time, resource or budget to create lots of content. In fact, some people may only have the capacity to create one this year. And that's fine. But let's make sure it's the **right piece of content**. Something that's going to be relevant for a long time. We call that 'evergreen' content.

The ideal 'evergreen' content will be long-form and packed with value but can also be chopped up into smaller pieces of 'consumable content'. For example, an eBook can become five short blogs, which can become 10 social media posts. But more on that later.

To start off with, let's focus on your 'evergreen' content:

- Think about your **pillar content ideas**
- How might they best be brought to life for your audience in a long-form format?
- Different topics may suit different formats, and that's fine
- If it helps, think about **examples of good marketing** you've seen!

Our Example



Evergreen content formats

Pick 5 of your pillar content topic ideas. You now have 5 minutes to think about some possible 'evergreen' formats that might stand out to your audience.

CONTENT TOPICS	EVERGREEN CONTENT FORMAT
1.	
2.	
3.	
4.	
5.	

Knowing how to say it – Creating more content efficiently by repurposing

Many organisations fall into the trap of creating great ‘evergreen’ content but only using it once or twice. Usually this comes from the misconception that every piece of marketing content must be brand new, groundbreaking and created from scratch. But it absolutely doesn’t. This is when **content repurposing** becomes important.

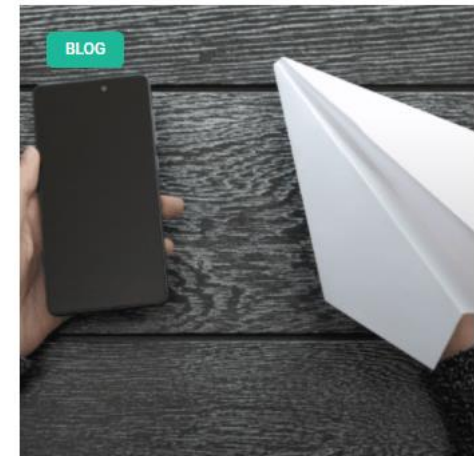
The great thing about creating good ‘evergreen content’ is that it opens the possibilities of creating multiple pieces of ‘consumable content’; bite-size sections reformatted to suit different channels with very little extra effort.

Your ‘evergreen content’ could be a webinar, which can be turned into an eBook, which can be turned into blogs. Or your webinar can be cut into short video clips.

But what is right for your business?

- Pick one of your ‘evergreen’ content topics and formats
- How could that be chopped up into ‘consumable’ content?
- Think about the marketing channels **your business** currently use
- Think about the channels **your audience** use
- What formats suit those channels best?

Our Example

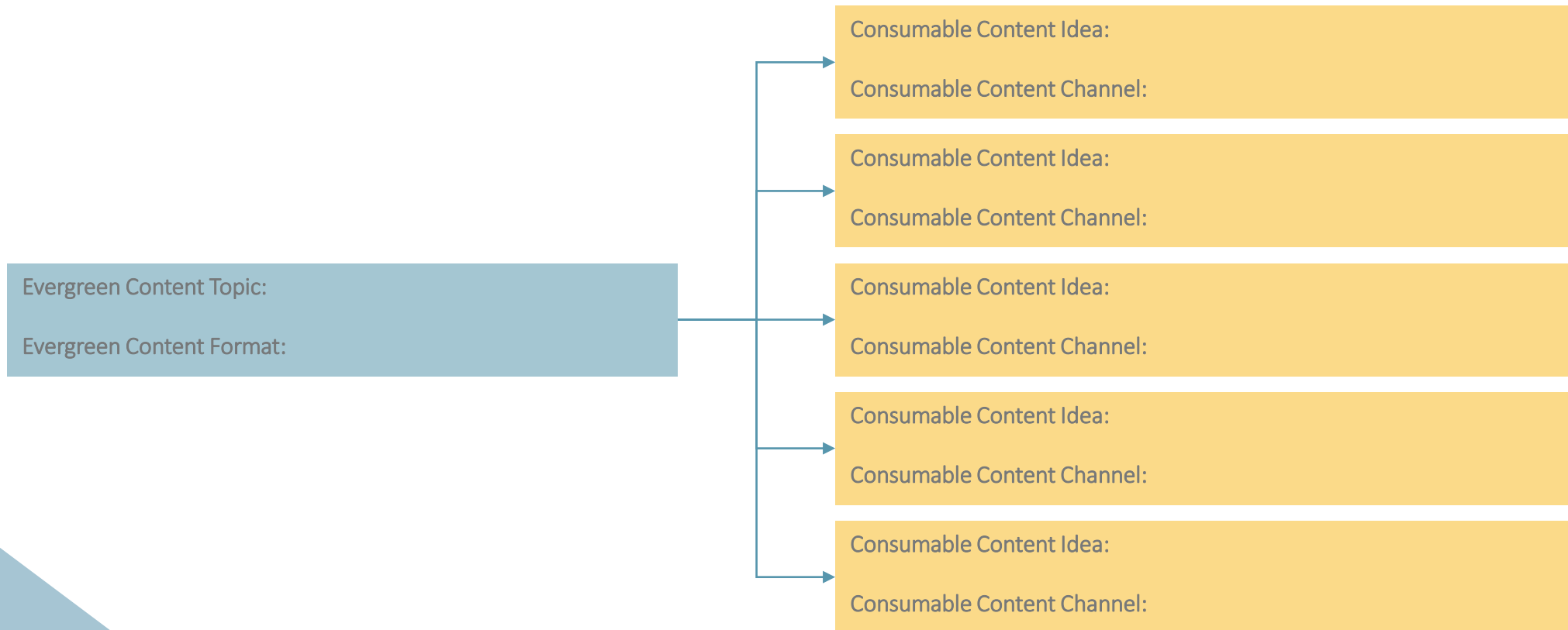


The Importance Of Amplifying Your Content

You wouldn't bake a beautiful cake and keep it all for yourself, would you? But when it comes to creating excellent content, that's often exactly

Consumable content formats

Using one of your 'evergreen' content ideas, you now have 5 minutes to think about some possible consumable formats that might stand out to your audience.



Plan of action – Turning ideas in to reality

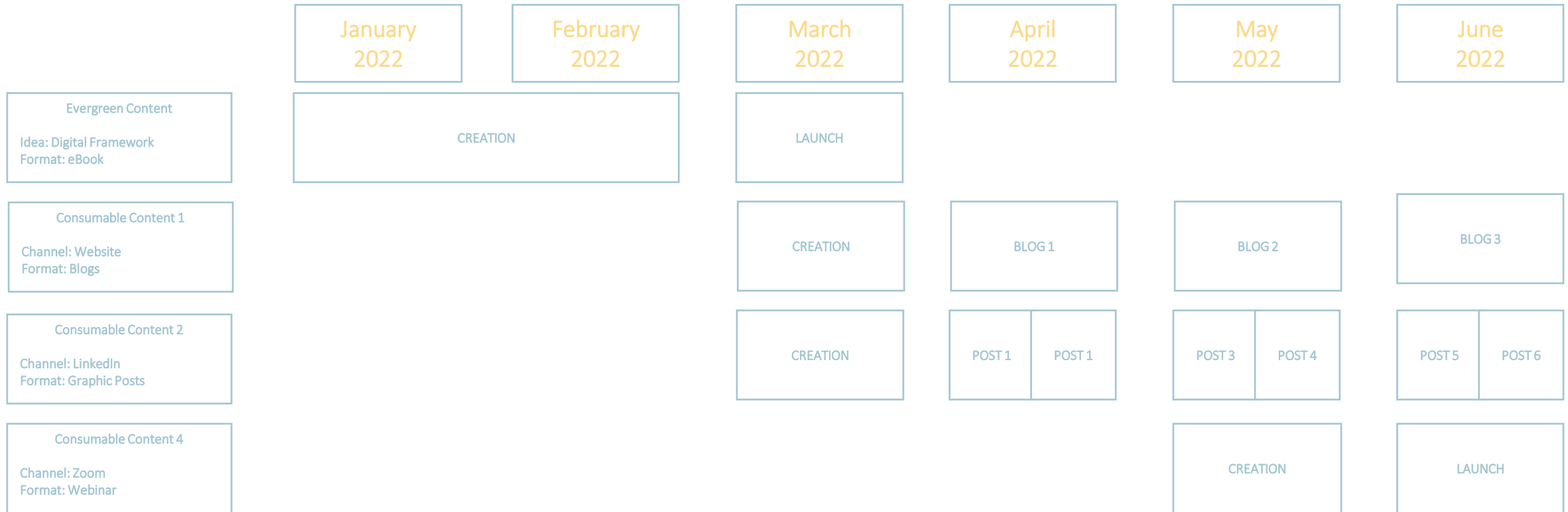
The key to raising your profile and generating leads using digital marketing is **consistency**; getting in front of your audiences regularly. But that doesn't always mean more, and more, and even more. And consistency means different things to different businesses.

Finding a **drumbeat that suits your resource capacity** is vital. There is no point in saying you're going to create an eBook a month if it's just one person writing the content. It's much more valuable to say you are going to do a one eBook a quarter and then repurpose that eBook across your channels as smaller pieces of content to cover the three-month gap.

So, let's think logistics and put the thinking you've done today into an actionable plan:

- We'll use the first 6 months of 2022 as an example
- Pick your favorite 'evergreen' content idea
- What marketing resource do you have to help you create it?
- How long will it take you to create?
- What channels will you repurpose for? And how often will you post from them?

Plan of action – Turning ideas in to reality



Marketing Support:

Plan of action – Turning ideas in to reality

January
2022

February
2022

March
2022

April
2022

May
2022

June
2022

Evergreen Content

Idea:
Format:

Consumable Content 1

Channel:
Format:

Consumable Content 2

Channel:
Format:

Consumable Content 4

Channel:
Format:

Marketing Support:

Plan of action – Useful tool and tips

We Are Social Digital Report 2021 - [HERE](#)

- Global digital usage report covering global demographics, usage trends, key channels and much more.

Hootsuite's Social Media Content Specifications - [HERE](#)

- The most recent specifications for different social media channels, including Instagram, Twitter, Facebook, LinkedIn, and more.

Canva – [HERE](#)

- Free graphic design platform, used to create social media graphics, presentations, posters, documents and more.

Best Social Media Scheduling Tools for 2022 – [HERE](#)

- A list of 15 social media scheduling tools evaluated on their features, customer support, affordability, and verified customer reviews.

The ultimate guide to social media reporting- [HERE](#)

- Everything you need to know about how to measure success on social media

Part 2: Reflections and Questions



Thank You