

The Digital Day will put anyone who shoulders responsibility for investment into digital marketing firmly into the driver's seat.

Often, decisions are made in the digital world without full confidence or understanding of how and why each digital marketing option creates traction with your customer or prospect. By appreciating where each digital marketing opportunity fits into the consumer journey, you are more likely to bring business to your website in the greatest volume and with optimum return on investment.

By being better informed, you will make better business and marketing decisions in the digital world, where high levels of accountability are there to be exploited. The Digital Day will put your digital marketing activities on track by showing you how to hook your brand to the most effective marketing vehicles in the digital environment.

The day is broken into two parts. Part one is conducted without jargon and tech-speak and will rapidly explore your levels of knowledge in digital marketing and identify the gaps. Think of this as a GP consultation, for we like to move rapidly to improving your grasp of the digital world and in doing so, building your confidence to engage with digital marketing on your terms. The insights we give are always fully calibrated to ensure that the participants extract maximum value, whatever their levels of ability.

Part two explores the reality of how well your digital marketing activities and website are performing against both your expectations and commercial realities. We look more deeply into your business and which of your digital marketing activities are – or maybe aren't – performing. This could be statistically based, if you have key performance indicators, or we can explore the journey your potential customers takes when looking for your website or for the products and services you offer. We can compare you to your competitor's websites and see why they may be taking their unfair share of business in your market. This session is completed in real time and is always a compelling and thought provoking

experience. By the end of the second part of the Digital Day, you will have insights and practical steps to apply to improve your digital marketing activities.

In summary, by the end of your Digital Day, you can expect the following outcomes:

- Confidence in understanding the core strengths of marketing on the digital superhighway
- Insights and tips of leveraging your marketing activity in the digital world
- A professional appreciation from a consumer perspective of the key strengths of your website
- Insights from a consumer perspective of how your digital marketing activities could be improved
- Having an independent digital professional test your digital marketing strategy
- Insights into how the value of your website supported by a powerful digital strategy could lead to significant improvements in your return on investment
- Reviewing what your competitors are doing and how they may be taking business away from you
- Improving service levels and outputs from your digital suppliers or in-house digital team
- Taking fuller control of your digital marketing activities

Structure is key to successful digital marketing and we also believe this is true of our Digital Day consultancy.

To give you a flavour of a typical Digital Day experience, here is an example of a Digital Day consultancy agenda:

9.00 – 9.30: Introduction

Exploring a Digital Strategy

- The Digital Landscape
- What's out there?
- Why effective Digital marketing is mission critical

The 3 Pillars of Digital

- Branding
- Response
- Reputation Management

9.30 – 10.15: Branding – The Building Blocks

Display Advertising

- The role of online display advertising

Sponsorship

- Adding energy to your Brand

10-15 – 12-00: Response Part

Affiliate Marketing

- The Different Types
- When to Use it
- How to exploit Affiliates

Search

- How to use Paid & Natural Search
 - Online PR in Search
 - Combining pay per click & search engine optimisation
 - Audience targeting options (geographic, socio-economic, contextual, etc)

12.00-12.30: Reputation Management

The web can be a risk filled environment. We explore how you can work digital media to your advantage.

Social Media

- Facebook
- Twitter

Viral marketing

- YouTube
- Email (Spam)

Summary – Social media and viral marketing can be time consuming, they can also be hard to control – so is there an upside?

12.30 -1.00: Digital Strategy Recap

Discussion of issues particularly relevant to you and to your business highlighted in the morning session.

Afternoon

2.00- 4.00: Bespoke analysis of your business

Review your digital strategy

Your digital execution. What is good, where you need to improve and what has been neglected

Capture and apply learning's from the morning session. Here, we can expand upon salient topics with specific relevance to your digital activities from the morning session

Exploring alternatives to your current digital strategy and implementation

Exploring your competitors approach to digital marketing

Highlight areas to focus on to improve outcomes and return on investment in your digital marketing activities

Action planning

Contact Peter Bradley, Managing Director, Digital Media Managers now for an initial free consultation on **+44 (0)1223 422343** or email **peter.bradley@digitalmediamanagers.co.uk**

DIGITAL
Media
M A N A G E R S

Digital Media Managers
St John's Innovation Centre
Cowley Road
Cambridge CB4 0WS

Tel: +44 (0)1223 422343
www.mediamanagers.co.uk