

Implementing my marketing including digital communications

What do I need to do?

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GRIFFITH COLLEGE

RADAR[®]
by Michael Bosonnet

Strategic insight & data analytics specialists

What we will talk about

Making tactical versus strategic marketing decisions in any-sized business

The 4-Priorities of your business

Re-juggling your resources to continue in a crisis

Sharing our experience of Covid-19

Q&A



Tactical

Coping in the crisis

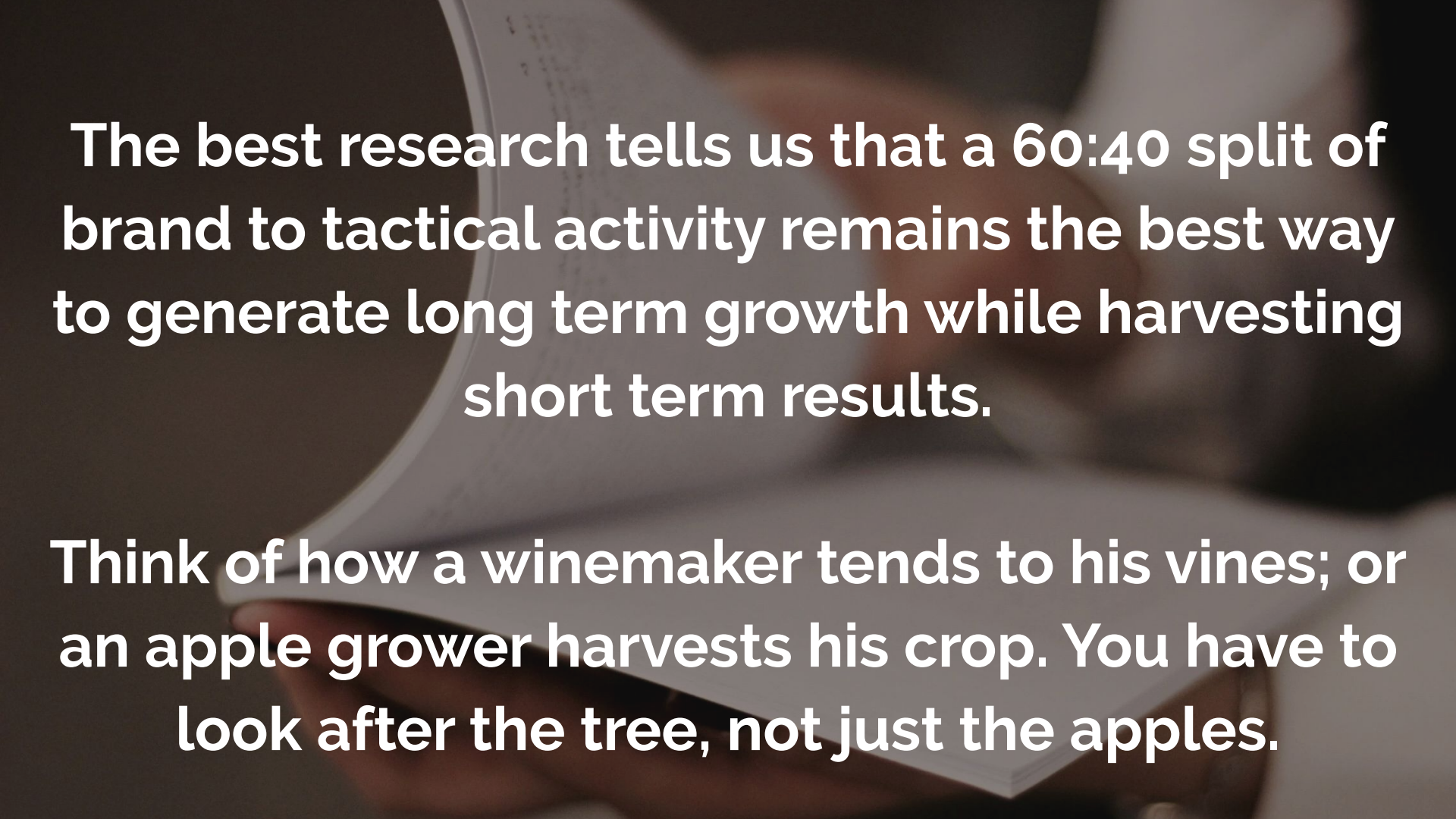


Do you focus on one
thing, or many
things?



A street scene in a city, likely London, featuring a mix of brick and modern buildings. In the foreground, there are street lamps and a bus stop. The middle ground shows various shops, including a 'GOURMET BURGER' stand and a 'GRAFTON BARBER'. In the background, a large, ornate church with a prominent rose window is visible. The overall atmosphere is urban and busy.

Focus on long-term goals
with the flexibility and agility
to respond tactically in the
short term.

A person is shown from a high angle, reading a document. A magnifying glass is held over the text, which is the focus of the image. The background is dark and out of focus.

The best research tells us that a 60:40 split of brand to tactical activity remains the best way to generate long term growth while harvesting short term results.

Think of how a winemaker tends to his vines; or an apple grower harvests his crop. You have to look after the tree, not just the apples.



*It took millions of years for man's
instincts to develop. It will take
millions more for them to even vary.*

-

*It is fashionable to talk about
changing man.*

Bill Bernbach

DO NOW

DO LATER

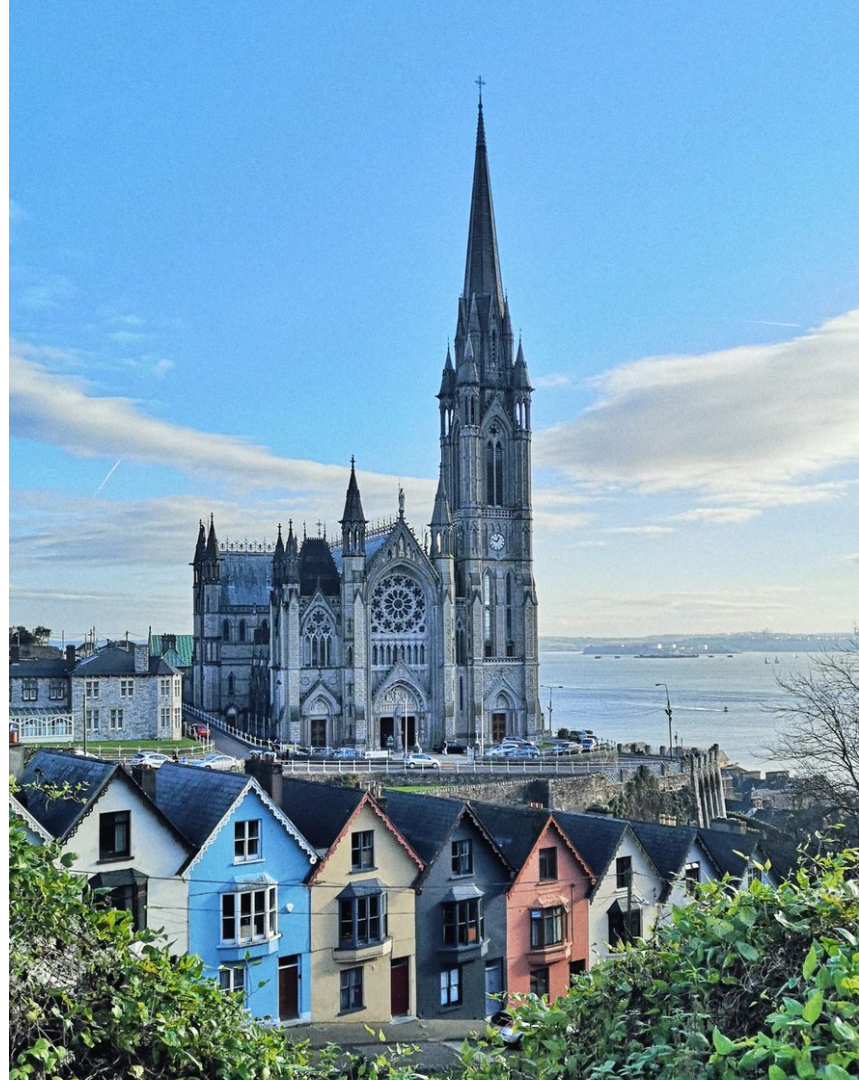
**DELEGATE/
OUTSOURCE**

ELIMINATE



Strategic

Rebuilding Ourland



**Positioning is the act of
deliberately defining how you are
the best at something that a
defined market cares a lot about.**

**April Dunford
Obviously Awesome.**



Is your business clear about how it is positioned in the market?

Is there a clear customer profile and a 'value proposition' that you can focus all your company's messaging towards?

Diagnosis, Guiding
Principles, Coherent Action.
Simple yet hugely effective
way of approaching strategy.

Richard Rumelt – kernel of
strategy



Your Customer
Your Company,
Your Competitor.

**The tool to spot
opportunities**



The 4ps

Levers for your business



**You need to do more
than promotion and
communication**

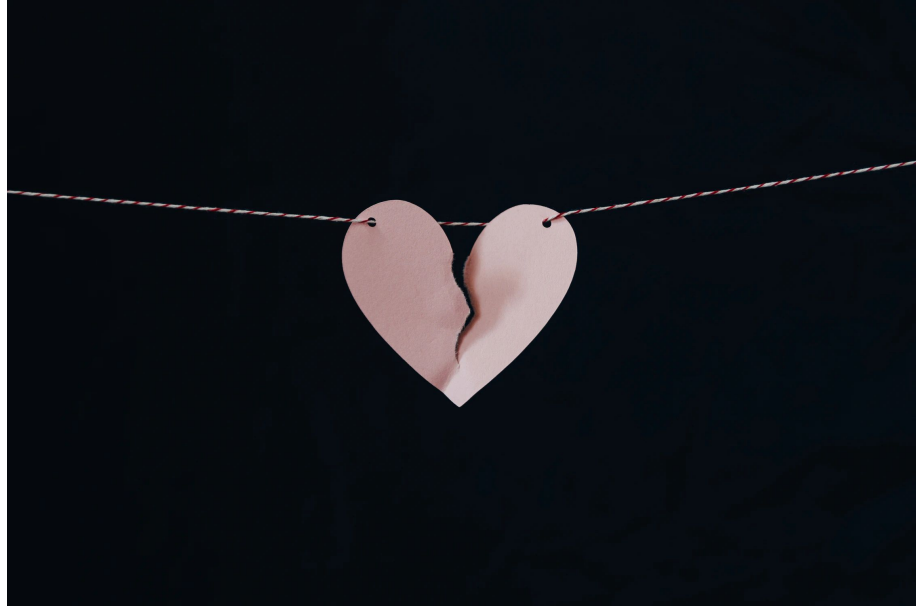
**What do I
need to do
Product**



**Take the time to
assess your
current product
or service**



**Can you address
particular pain
points for the
consumer?**



Look at the core benefit your business is providing to customers.



What do I
need to do
Price



Businesses and consumers will be deeply affected by the economic downturn that will ensue following the Covid crisis.



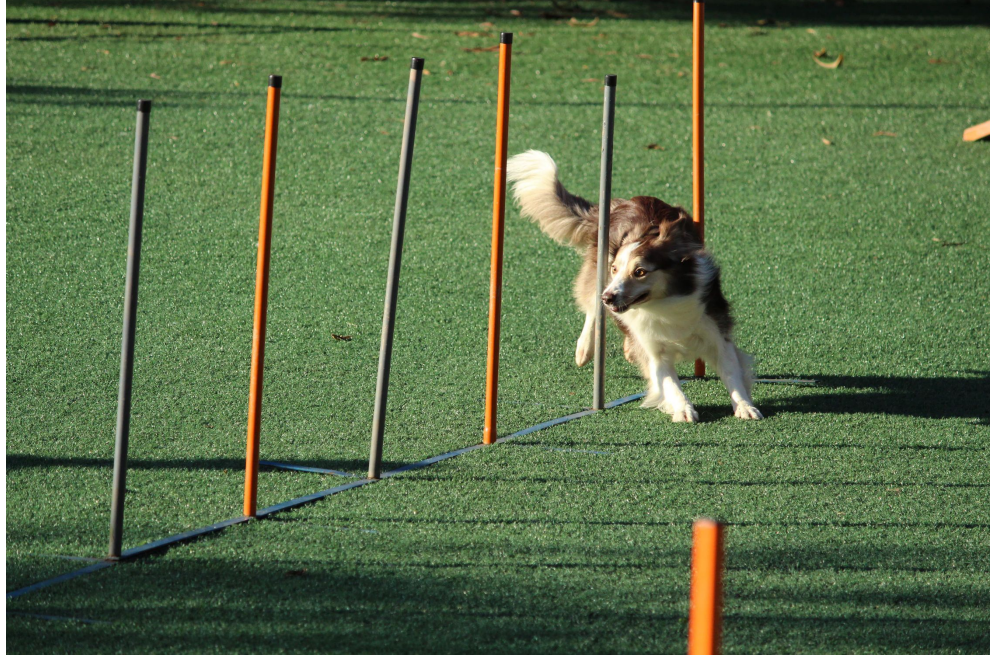
**Customers will
require more
flexible payment
plans.**



**Banks introduced
mortgage freezes.
Local Government
suspended rates
charges.**



**Agility – look after
my customers,
maintain bottom
line**



**What are some of
your current
challenges?**



**Identifying the
problem is
usually a
challenge**



What do I need to do Promotion



We typically pay too much attention to promotion (communication), at the cost of time spent on price, product and place.



Promotion and communication remain key during the lockdown crisis.



**Be approachable and
relatable.**

**Communicating with
customers in an open
and transparent manner.**





southamptoncitycouncil • Follow ...

Southampton, England, U.K.



southamptoncitycouncil ❤️ Happy International Nurses Day to Councillor Sally Spicer, ward Councillor for Redbridge, who works in the Emergency Department at University Hospital Southampton. ❤️ A big thank you Nurses and Happy International Nurses Day to all Nurses in Southampton. ❤️ In a city of inspirational art it's amazing to see this fitting tribute to our amazing nurses called Painting for Saints, which was created by Banksy as a thank you to all who work with and for the #NHS at the hospital. #thankyournurses #internationalnursesday #banksy #banksyartwork

👍



Liked by mickydaya and 75 others

3 HOURS AGO

Add a comment...

Post

**Context is key does
your message need
to change in
response to the
crisis?**



**Communication
fundamentals such
as reach, quality of
message, effective
targeting**



What can I do?

Social media presence

Scheduling content

Search engine optimisation

Observing Analytics

- Traffic
- Sentiment
- Pre-bookings



Email marketing



What we will talk about

Facebook

Google

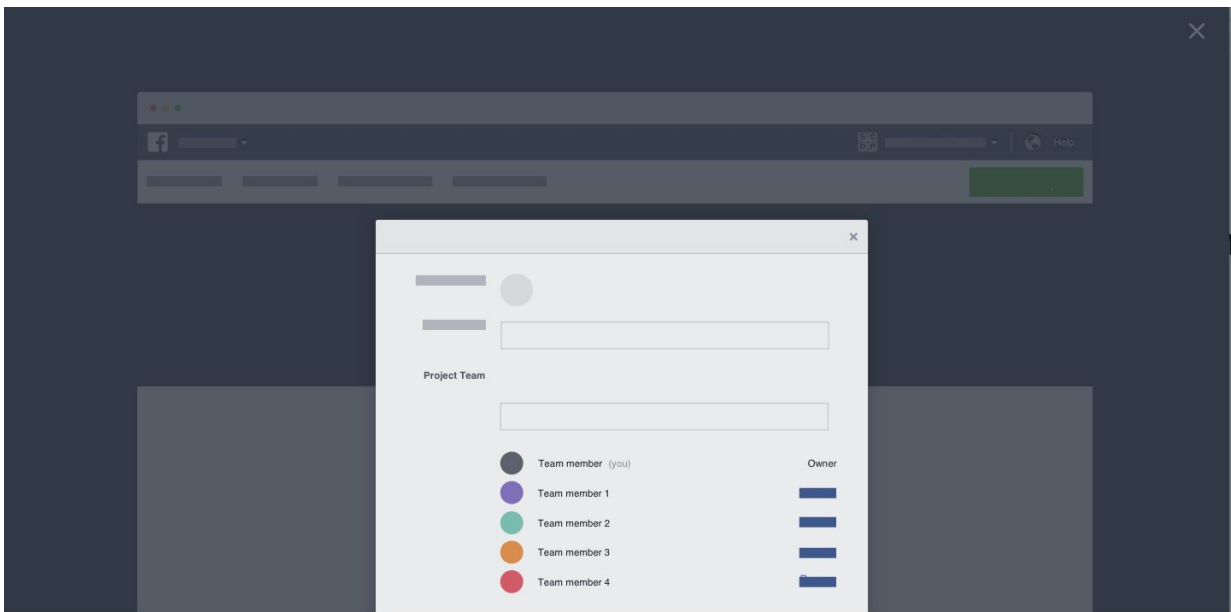
Hubspot

Mailchimp



Using Facebook Business





Edit and create a team

Share a project with anyone in your company and allow multiple people to iterate on mockups.

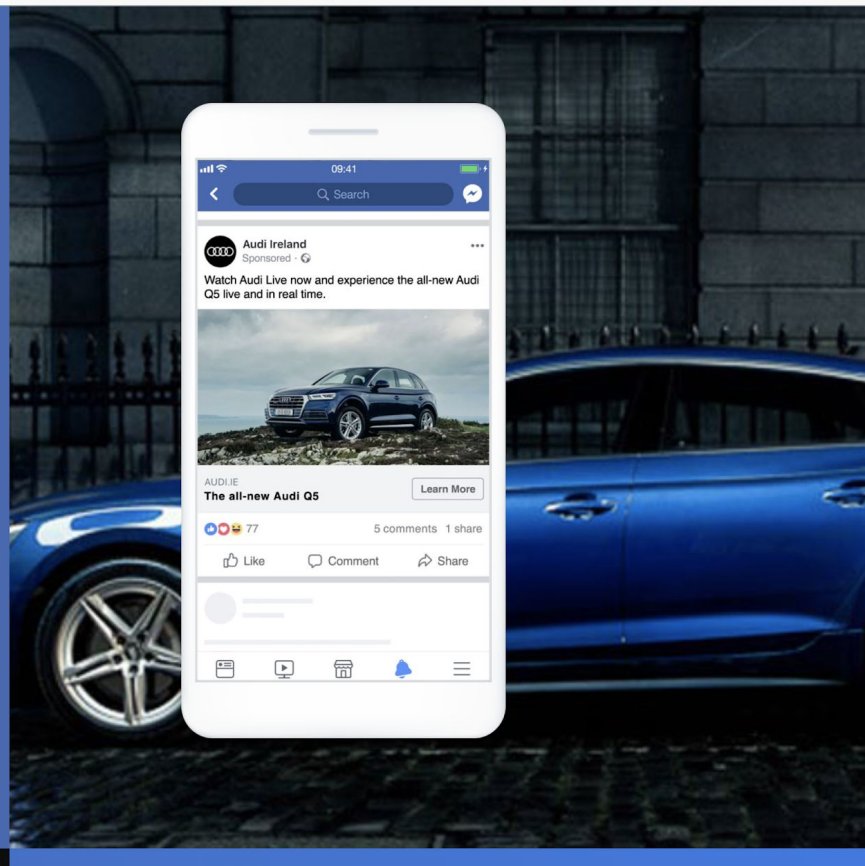


[Back](#) [Next](#)

Photo

Photo ads offer a clean, simple format to feature engaging imagery and copy. Convey who you are and what you do through high-quality images or illustrations.

[Learn About Photo Ads](#)



CREATE AUDIENCE

Location

IRELAND, DUBLIN

Dublin

+ Country, region or city

Age and Gender

Age

18

34

Gender

All

Men

Women

Interests

ENTERTAINMENT > FILMS

Action films

+ Interest

Connections

Pages

People Connected to

+ Your Page

People Not Connected to

+ Your Page

Advanced

(New Audience)

150K - 200K monthly active people



People on Facebook

Country: Ireland

Demographics

Page Likes

Location

Activity

Top Towns/Cities

Top Countries

Top Languages

Towns/Cities	Selected Audience	Compare
Kilmainham, Dublin, Ireland	0.4%	+300%
Santry, Dublin, Ireland	5%	+229%
Phibsborough, Dublin, Ireland	1%	+225%
Palmerston, Dublin, Ireland	2%	+220%
Finglas, Dublin, Ireland	3%	+200%
Dún Laoghaire, Dublin, Ireland	0.3%	+200%
Leopardstown, Dublin, Ireland	0.3%	+200%
Rathgar, Dublin, Ireland	0.3%	+200%
Stillorgan, Dublin, Ireland	0.3%	+200%
Terenure, Dublin, Ireland	0.3%	+200%

See All

Your Digital Metrics

Levels of engagement (#)

Influencer engagement

Growth, Reach, SoV

Conversions - ecommerce

Campaign engagement

Earned media Sharing

Organic conversation

Traffic - abandon cart



Using Instagram Analytics



Insights

ACTIVITY

Interactions

CONTENT

AUDIENCE

1,459

Actions taken on your account from
19 July - 25 July



Profile visits
-1,006 vs. 12 July - 18 July

Website clicks
-103 vs. 12 July - 18 July

Emails
-1 vs. 12 July - 18 July

Get Directions



1,328



16:29 30%

310

Post insights

31

37
Profile visits

18

Interactions ⓘ

6

3,854
Reach

37
Profile visits

37
Actions taken from this post

Discovery ⓘ

Follows

3,854
Accounts reached
89% weren't following ashleydelotz

37



3


Businesses like mine appear here!

Google

take away near swords dublin

Find results on


- Just Eat
Swords Co Dublin, Order...
- TripAdvisor
THE 10 BEST Delivery...
- Zomato
Rathbeale's T




Rating ▾ Hours ▾

⚠ Hours or services may differ


Roxy Take Away
4.2 ★★★★★ (84) · € · Takeout restaurant
75 Main St
Late-night food · Casual · Delivery



Spice Of India
4.0 ★★★★★ (170) · €€ · Takeout restaurant
29 Main St
Cash only · Happy hour food · Late-night food



Lin Kee
3.7 ★★★★★ (185) · €€ · Chinese Takeout
56 North St
Casual · Delivery



☰ More places

Home

Customization

REPORTS

Realtime

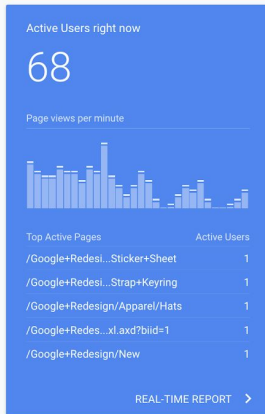
Audience

Acquisition

Behavior

Conversions

Google Analytics Home

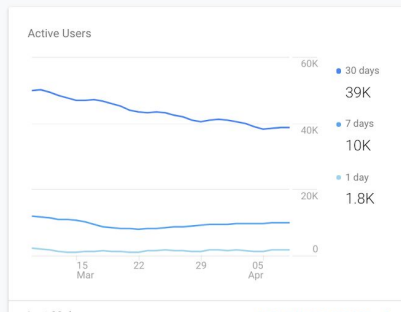


Attribution ^{BETA}

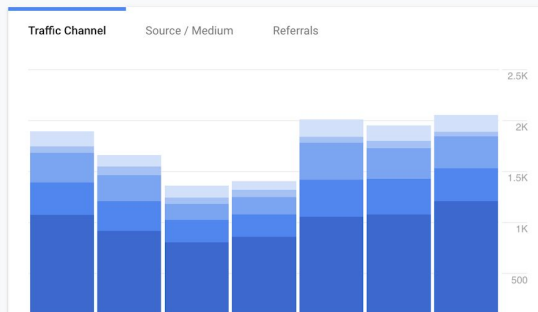
Discover

Admin

How are your active users trending over time?



How do you acquire users?



Analytics Intelligence ×

Insights Saved Read

Analyze Product Performance ^

What's my total product revenue for the last 30 days?

Show me a trend of product revenue over the last 3 months

Year-over-year growth in average order value last month

What are my top products in terms of revenue?

What are my top products in terms of transactions?

What default channel groupings have the most revenue?

How many transactions used order coupon codes?

Average quantity by product

What products have more than 5 unique purchases last month?

Analytics Intelligence ×

Insights Saved Read

Website performance week-over-week
Mar 30 – Apr 5, 2020 vs. Mar 23 – 29, 2020

Reach users who are close to converting with Smart Lists

Your ecommerce conversion rate decreased on some landing pages
Mar 1 – 31, 2020 vs. Feb 1 – 29, 2020

creatoracademy.youtube.com has low ga:bounceRate
Mar 1 – 31, 2020

Your site performs below average for 1920x1080
Feb 5 – Mar 31, 2020

Analytics Intelligence ×

Insights Saved Read

Content Analysis ^

What are my top pages in terms of pageviews?

What are my top landing pages in terms of sessions?

What pages do people spend the most time on?

What are my top landing pages by revenue?

What are my top landing pages by users?

Entrances and Exits for my top pages

Which landing pages with over 10 sessions have the worst bounce rates?

The Free CRM With Something for Everyone

Think CRM software is just about contact management? Think again. HubSpot CRM has free tools for everyone on your team, and it's 100% free – forever. Here's how the free HubSpot CRM makes *your* job easier ...



Sales Leaders

Salespeople

Marketers

Customer Service Teams

Operations Managers

Business Owners

HubSpot CRM for Sales Leaders

With the easy-to-use HubSpot CRM, you'll never have to manually update reports or wonder how your team is tracking toward quota. Because you have more important things to do.

Get free CRM



What is your business looking for in a CRM? I'm here if you want to chat about how HubSpot's CRM can meet your needs.



Mailchimp

Is a free tool that can be used for
creating Newsletters in just simple
steps



[Regular](#)

[Automated](#)

[Plain-text](#)

Create an email

Keep your subscribers engaged by sharing your latest news, promoting a line of products, or announcing an event.

Campaign Name

100 characters

Begin

[Cancel](#)

A 1234567890

Select a template

Layouts Themes Saved templates Campaigns Code your own

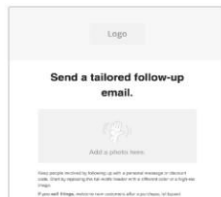
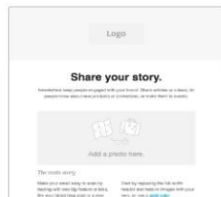
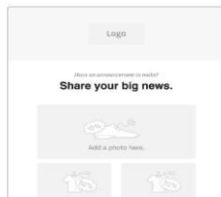
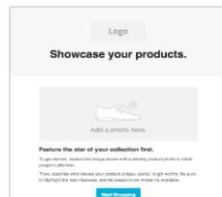


More ways to tell your story

Get access to a variety of layouts that can keep your emails looking professional and fresh.

Upgrade Now

Featured



Deny Give Feedback Help Preview Template Continue

Blocks Style Comments

Logo

Showcase your products.

Add a photo here.

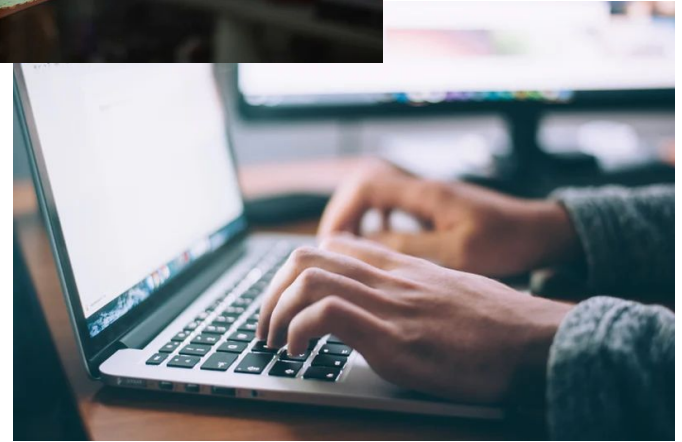
Text Boxed Text Divider Image Image Group

Image Card Image + Text Share Social Follow Button

Footer Code Video

Activate Windows

What do I need to do Place



**Look at existing
distribution channels.**

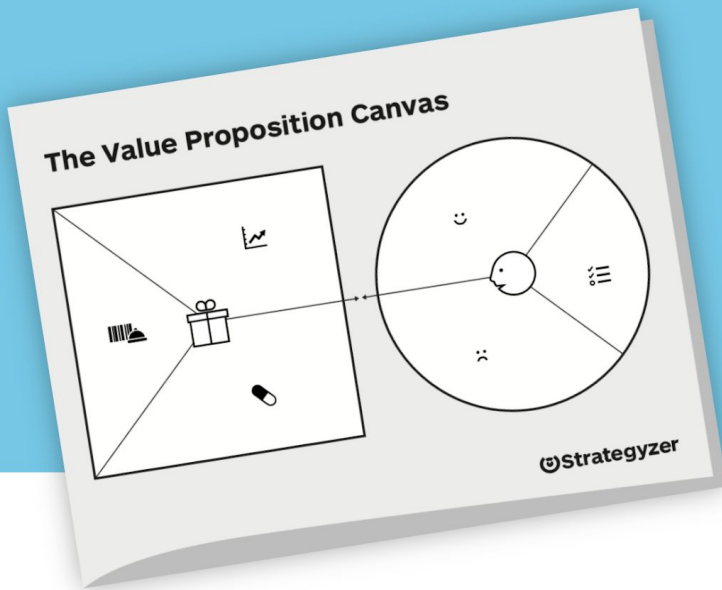
**Are there
opportunities to work
with new partners?**



**Can you address
particular pain
points for the
consumer?**



The Value Proposition Canvas



First name •

First name

Last name •

Last name

Email •

Work Email

Which of these describes best your business? •

Which of these describes best your business? ▼

Send me the weekly newsletter and occasional product updates

[DOWNLOAD CANVAS](#)

Think about innovative ways that you can place your product or service in front of customers.



**What could you add
to the workbook?**



Re-juggling My Resources



**Look at your
existing team or
teams and their
workloads.**



**Where are the
pressure points
in the
organisation?**



**Map these changes
and see how the
organisation can
best respond.**



**Look at
budgetary
resources too.**



Agility, flexibility and resilience are key to surviving and thriving during the lockdown and rebuilding phases.



Our Covid-19 experience



**Looked at resources
within the team;
focused more on
digital and social
activity.**



**Reviewed existing
and planned
campaigns to assess
their suitability in the
new environment.**



**Examined our
typical
advertising and
marketing
schedules.**



Moved on-campus events to online.



Griffith College Dublin

5 May at 10:23 · 🌐



We'd like to welcome you to our Online Open Day that will take place tomorrow Wednesday 6th May from 6.30pm - 7.30pm.

Chat with lecturers and admin staff to learn what Griffith College can offer. From our range of faculties to our blended and online learning courses.

Register your place, here!



GRIFFITH.IE

Visit Griffith | Online Open Day | Griffith College

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👍❤️ 25

16 shares

Practical Tips



Adapted from the Sostac Model

Master **one**
tool at a
time **[OBJ]**



Research
terminology
that you don't
understand



Use tools like **Hubspot**
for scheduling
appointments with
customers

Hair salon
Make-up artist, [OBJ] B&B
Hotel,
Restaurant, gyms [OBJ]



Google my business (physical address and phone) insights



Research surveys, focus groups Online



Thank you

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