

Glen Eira City Council Presents

DIGITAL PATHWAYS FOR BUSINESS



Made possible by the Metropolitan Partnership
Development Fund.





Evolving your digital marketing plan

Seminar eleven

Think of your digital marketing plan as a living document that evolves with your business.





There is a very good chance that your digital marketing strategy will not go to plan.

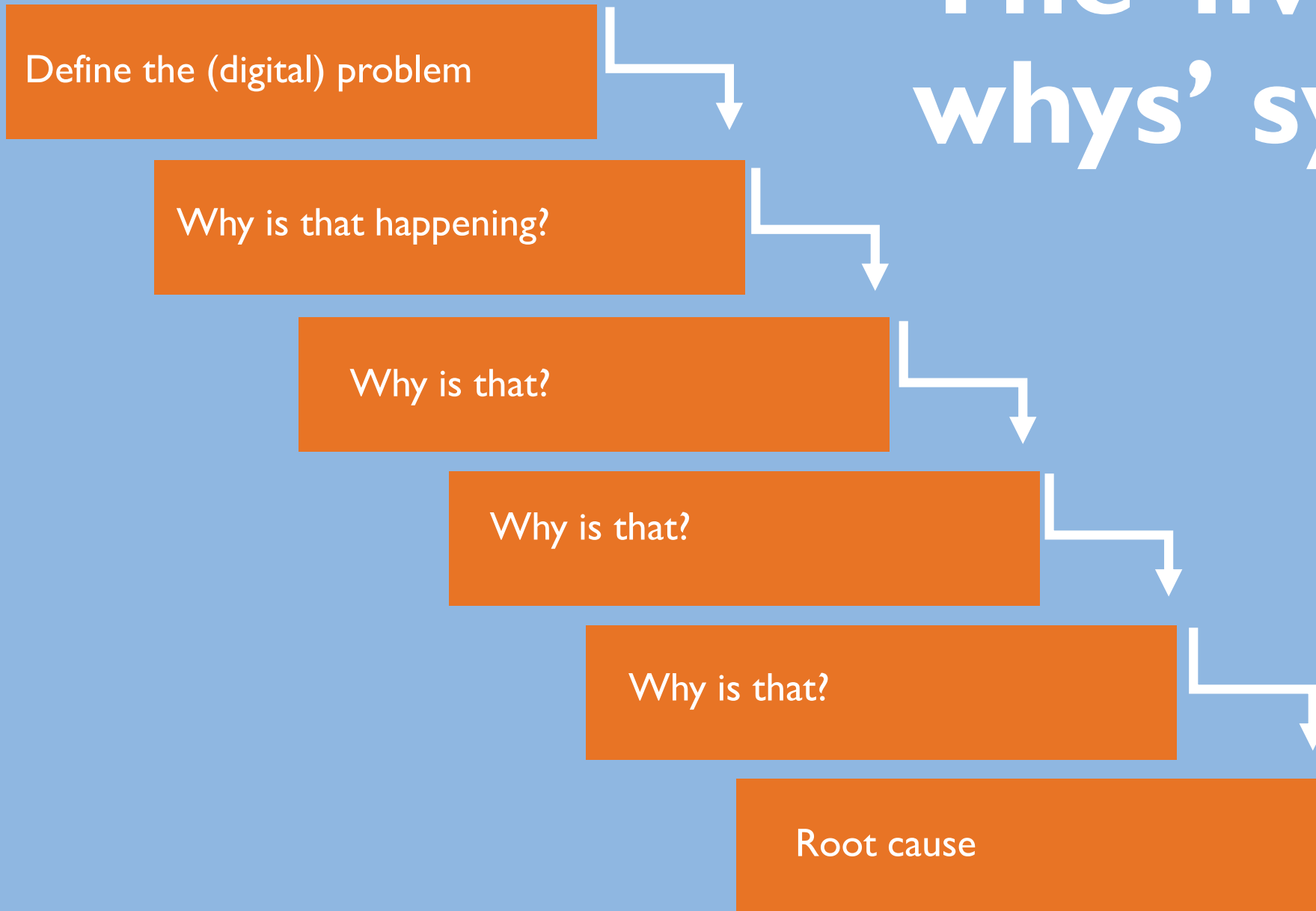
3. THE ART OF THE STOP AND PIVOT

Don't stop, pivot.

- **Underperforming marketing strategies**
- **Using the wrong channel in a stage of your marketing cycle**
- **User journey/behaviour confusion**

4. THE FIVE WHYS SYSTEM (AGAIN)

The 'five whys' system



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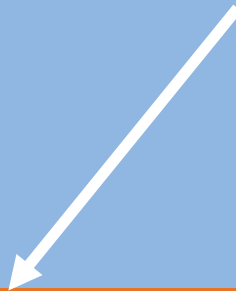
Wrong platform or wrong content strategy



Revisit user journey



Look at traffic sources



Boost marketing efforts on existing channels



Divert resources to a different channel

4. THE FIVE WHYS SYSTEM (AGAIN)

The 'five whys' system

Instagram impressions are high, but page engagement is low

The awareness stage strategy is effective, but something is lacking in the interest/desire (or possibly delight) phase of the cycle

Disconnect between what is advertised and what is offered

Key branding elements have not been incorporated at some point in the strategy

- Language
- Imagery
- Content
- Message

Inconsistent branding across the sales cycle



4. THE FIVE WHYS SYSTEM (AGAIN)

Inconsistent branding
across the sales cycle



Review paid advertising and page
from a branding perspective



Streamline content
marketing



Experiment with new types of content
(do a competitor analysis of a brand
that has strong engagement to see
what they do)



Dig into insights to see what your
customers engage with the most



Review and adjust
language

Workshop tasks:

- Envision a possible roadblock you might hit with your current digital marketing plan
- Use the 5 whys system to parse out the potential causes
- Come up with a pivot strategy
- Let me know if there is anything you would like me to talk about in detail in the next seminar (our last one!)

