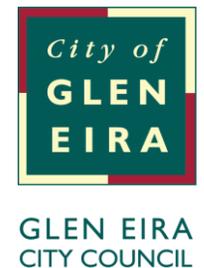


Glen Eira City Council Presents

DIGITAL PATHWAYS FOR BUSINESS



Made possible by the Metropolitan Partnership
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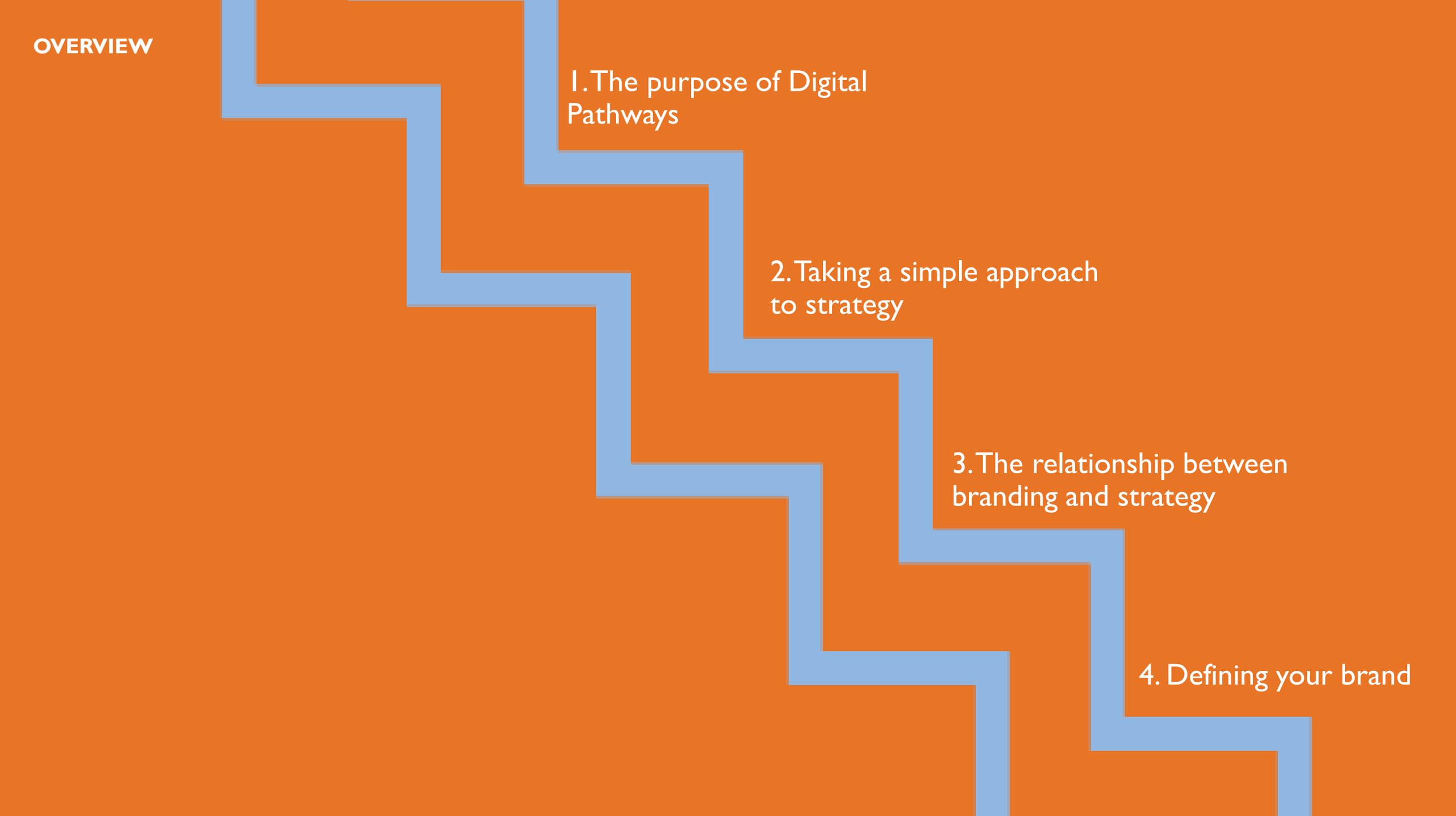


Introduction to digital strategy and brand definition

Seminar one



OVERVIEW



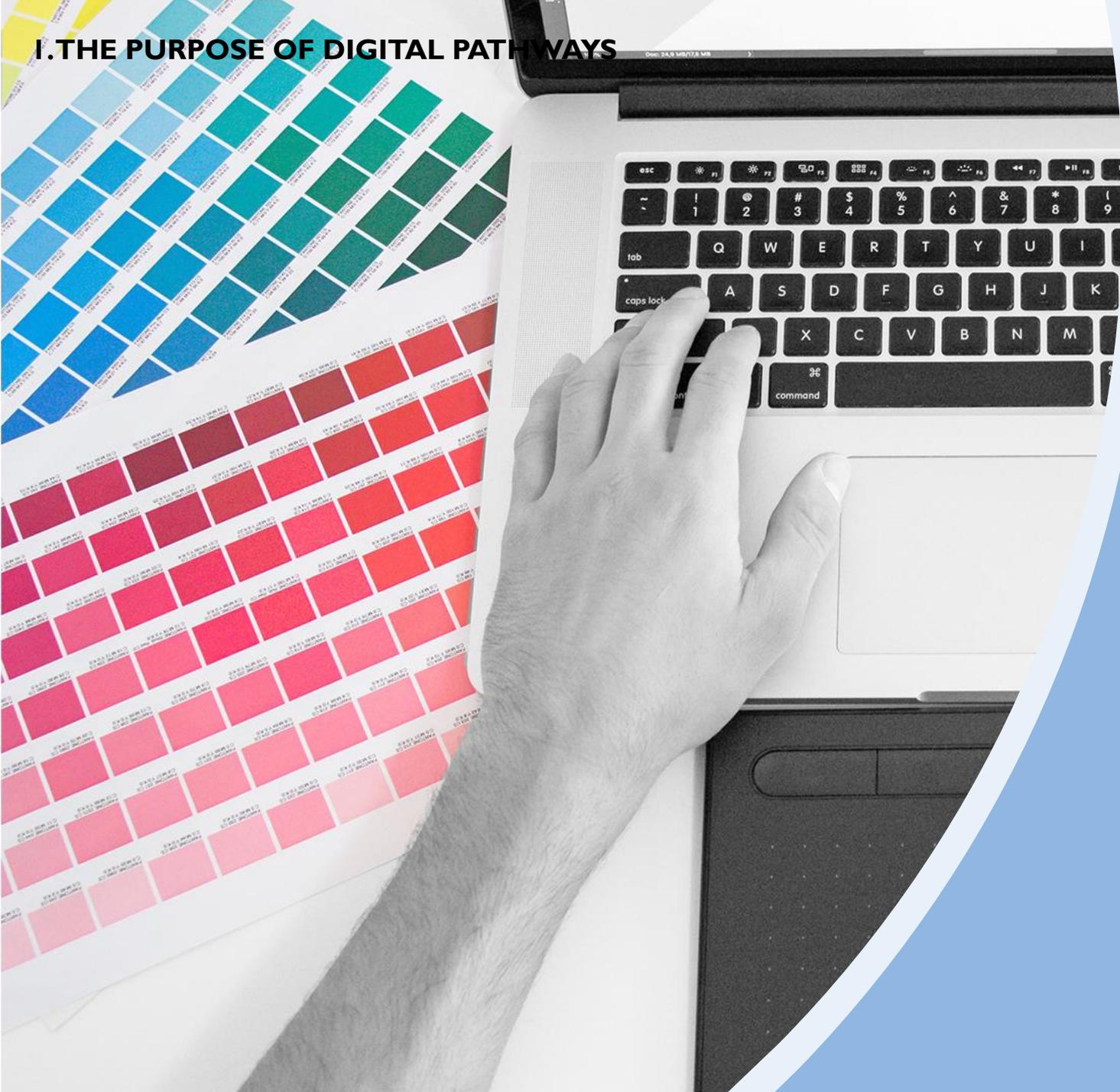
1. The purpose of Digital Pathways

2. Taking a simple approach to strategy

3. The relationship between branding and strategy

4. Defining your brand

I. THE PURPOSE OF DIGITAL PATHWAYS



You know better than anyone else what your business needs and your customer wants. Digital Pathways will give you the tools, knowledge and resources you need to shape your expertise into an actionable digital marketing strategy.

**Strategy is a
hopeful act,
an informed
opinion on
how to win.**



2. TAKING A SIMPLE APPROACH TO STRATEGY



Where strategy goes wrong:

- When it tries to do too much at once.
- When strategists become preoccupied with data and analytics.
- When it is weighed down by jargon and marketing buzzwords.
- When strategists fail to talk to customers and stakeholders.
- When it champions quantitative over qualitative insight.
- When it works off the assumption that there is an iron clad no fail formula.

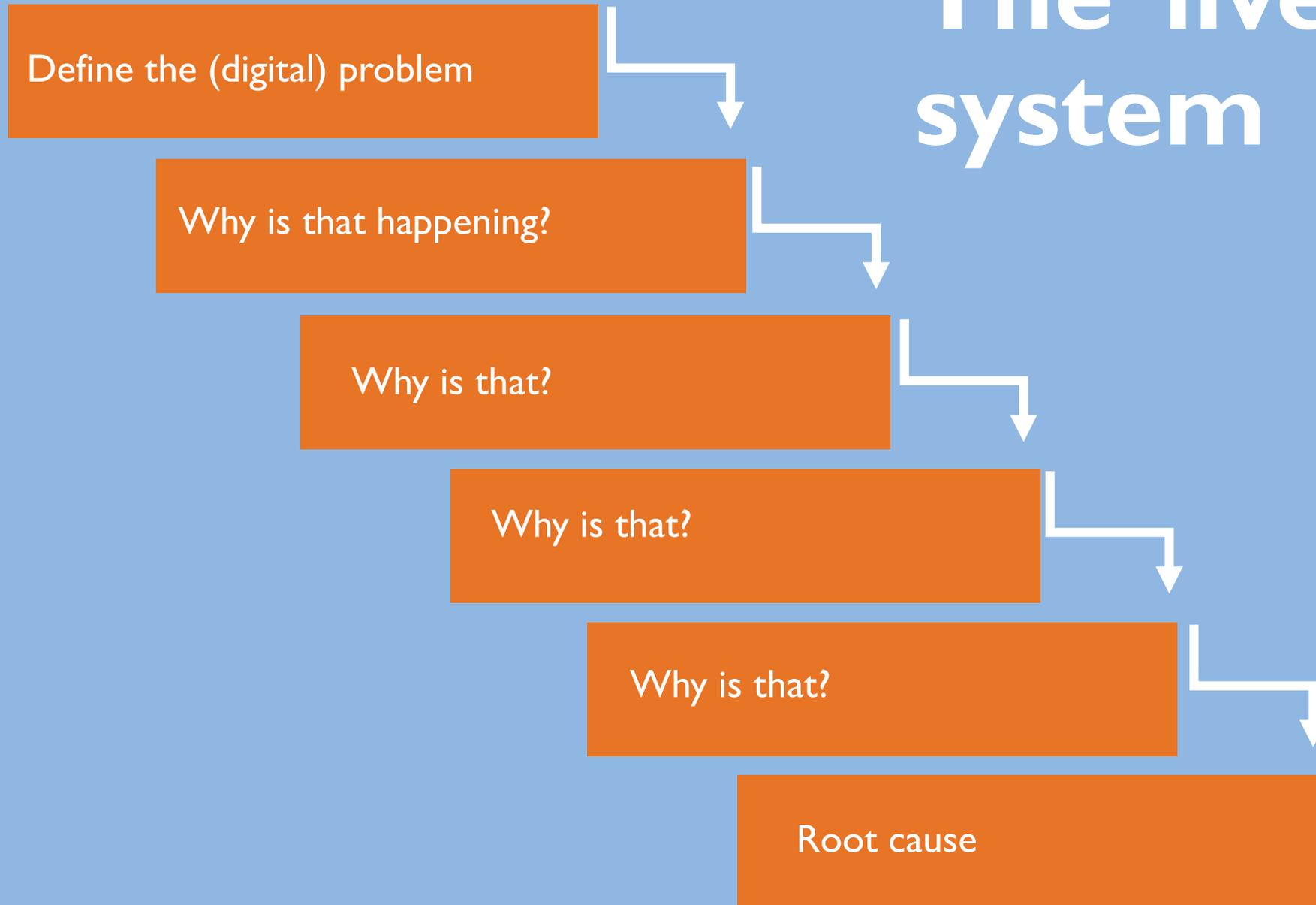
2.TAKING A SIMPLE APPROACH TO STRATEGY

The first step in digital strategy is identifying the problem you need to solve.



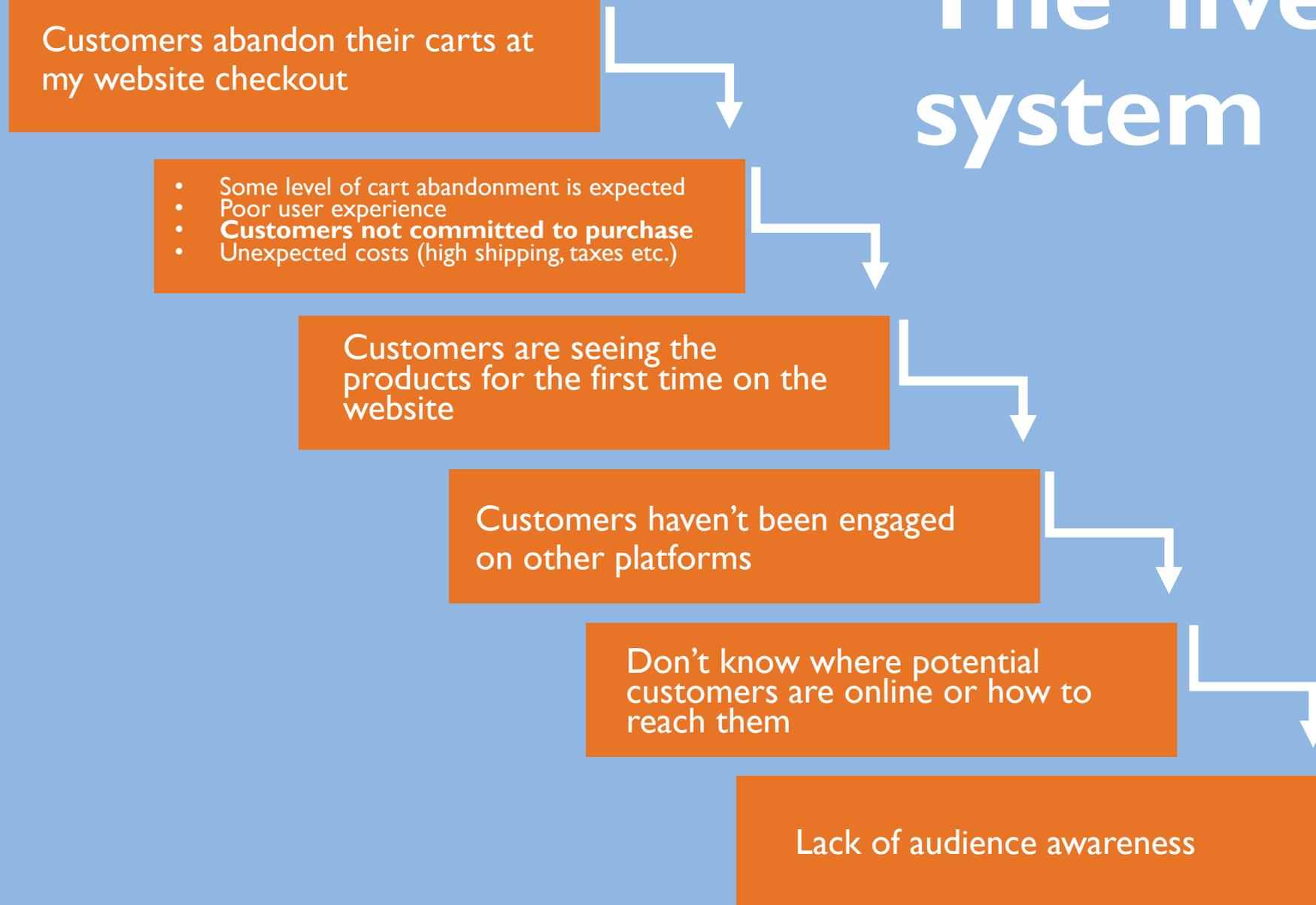
2. TAKING A SIMPLE APPROACH TO STRATEGY

The 'five whys' system



2. TAKING A SIMPLE APPROACH TO STRATEGY

The 'five whys' system



2. TAKING A SIMPLE APPROACH TO STRATEGY



One you've defined and documented your problem, the next step is creating (and documenting) a plan to solve it.

Structure of a digital marketing plan

1. **Brand analysis**
Define your brand mission and values as well as unique selling points. Market and competitor analysis.
2. **Marketing goals**
Define your problem and create **SMART** marketing goals.
3. **The FREAK framework**
 - Find your audience
 - Reach them with tools/platforms/methodology
 - Engage with content and two way communications
 - Adapt, evolve, monitor and pivot as required
 - Keep customers through retention strategies, loyalty programs and brand management

2. TAKING A SIMPLE APPROACH TO STRATEGY

Having a solid brand identity is essential to a good strategy.



4. DEFINING YOUR BRAND

Brand mission

Your purpose, objectives and how you plan to serve your customers.

Brand values

Your principles. The reasoning behind what you do what you do.

Unique selling points

What distinguishes you from your competitors.

4. DEFINING YOUR BRAND

Paris of the South Café

Brand mission

To bring European espresso bar culture with an Australian twist to the suburbs.

Brand values

- Simple, classic dishes made with sustainable, high quality, locally sourced ingredients and the occasional Australian indigenous ingredient substitution.
- An 'old world' café dining sensibility and aesthetic — the mornings are frenetic and espresso fuelled, the lunches are languid with lots of good bread, the staff are stylishly dressed.
- A 'locals' café where customers feel at ease and can chat with the staff.

Unique selling points

- Marble Italian style stand-up espresso bar
- Locally made furniture
- Phone free dining on Sundays
- Wattle seed pastries made by our in-house Parisian pastry chef
- Coffee roasted within 5km





Workshop tasks:

- Experiment with the five whys system
- Define and document your brand using the three key elements