Digital Masterclass Series

The Importance of Going Digital in a Post COVID World

Collaboration, Respect, Service Excellence, Integrity, Innovation

City of **GLEN EIRA**

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WED, FEB 24 AT 4 PM
Email Marketing Basics

MON, MAR 1 AT 4 PM
Choosing the Right Social Media Platform for your Business

WED, MAR 3 AT 4 PM
5 Ways to Build Your Facebook Audience

WED, MAR 10 AT 4 PM
The LinkedInTeleportation Machine: Take your Business Anywhere

MON, MAR 15 AT 4 PM
WhatsApp For Business

WED, MAR 17 AT 4 PM
Engage with your Audience through Digital

MON, MAR 22 AT 4PM
Paid Social Media Marketing

WED, MAR 24 AT 4PM
Using Social Media as an Ecommerce Platform

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Today's Topic:
Why You Need a Database

Collaboration, Respect, Service Excellence,
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Today's Topic

Digital Masterclass Series

Why You Need a Database

Agenda

Introductions

Marketing Objectives revisited

If I have Social Media, do I still need a
Database?

What Information Should You Collect

5 Steps to Building and Using a
Database

Some Top Tips

Poll

How did you find out about this webinar?

- Facebook
- LinkedIn
- Glen Eira City Council What's on
- Glen Eira City Council eNews email
- Glen Eira News
- Eventbrite
- Someone visited me from the Council
- Word of mouth
- I don't remember

Focus of this session

Databases – the Why, What and How

But first – let's talk about Marketing

"Depending on which study you believe, and what industry you're in, acquiring a new customer is anywhere from five to 25 times more expensive than retaining an existing one."

- Harvard Business Review
Source: https://hbr.org/2014/10/the-value-of-keeping-the-right-customers

What is your Marketing Objective?

Customer
Acquisition
Vs
Customer Retention

Marketers know that retaining a customer is just as important as acquiring them

Customer Retention Objective

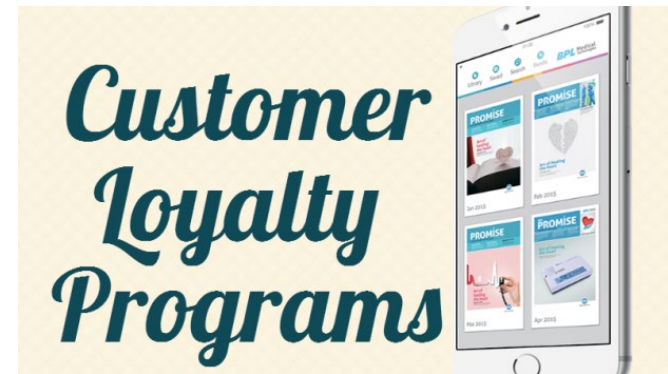To move away from a Transactional to a Relational focus

Transactional vs Relational example

Example 1: Transactional
While the customer is rewarded for behaviour, the service provider still doesn't know anything about their customer

Example 2: Relational
Opportunity for 2-way 'dialogue' between the customer and the service provider.
The database is the enabler.

If I have Social Media do I still need a database?

Yes. Followers are great – but what do you really know about your audience?

Q1: Are they actual customers of your business?

• Or are they just Social Media followers?

Q2: Do you really 'own' the database of Followers, or have you just been given 'permission' to have conversations via the social media platform?

Keep using social media, but beware of its risks. You actually don't own the database or have opt-in permission for direct marketing.

Building a customer relationship

How do you build a relationship with customers you don't know?
What sort of information should you gather?

Step 1: Before you start - know the Law

Useful resources:

Privacy Act (1988)
https://www.oaic.gov.au/privacy/privacy-for-organisations/small-business/

https://www.business.gov.au/risk-management/cyber-security/how-to-protect-your-customers-information

Australian Privacy Principle
https://www.oaic.gov.au/privacy/guidance-and-advice/direct-marketing/

DNCR Act (Do Not Call Register)
https://www.donotcall.gov.au/about/about-the-do-not-call-register/

SPAM Act
https://www.acma.gov.au/avoid-sending-spam

Step 2: Identify your Ideal Customer

Who are your ideal customers, and which method of communication are they most likely to respond to?

Consider customer segments

Step 3: Build your Database

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Objective:

The opportunity to directly communicate with your customer

Top tip!
 Asking for less information is likely to achieve a higher response!

Database fields:

- Name (first name, last name)
- Contact details (email, phone number <u>or</u> address)

Note: you must have an Opt-in

Once you start a trusted dialogue you can ask for more information.

Step 3: Build your Database

Methods of information gathering:

Online methods:
- "Subscribe here" pop up and link on your website
- Competition on your social media (ask for a phone number or email address)
- Give something in return – ie Free eBook / download
- Free trial or demo

Offline methods:
- "Join our database" form at the front counter
- In-store campaigns or competitions
- Run an event / Speak at an event

Step 4: Storing and Using your Database

There are lots of options – depending on your purpose & budget:

- Simple spreadsheet (lots of manual upkeep)

- CRM systems – which integrate with Email/SMS platforms

- Email / SMS platforms which can update responses in your CRM

Using a dedicated messaging platform can provide analytics (open rate, time, response rate etc) and assist with legal compliance (unsubscribe option)

Constant Contact®

Campaign Monitor

GetResponse

HubSpot

Message Media

Step 5: Using your Database

Be creative - not everything has to be online. Know your customer.

Will they respond better to email? SMS? Direct mail?
Can you run tests and start segmenting your database?

Start Building an Activities Calendar

Direct Marketing Calendar 2020

January	February	March
	• Back to school • Valentines Day	

April	May	June
• Easter	• Mother's Day	• End of Financial Year

July	August	September
		• Father's Day

October	November	December
• Black Friday	• Melbourne Cup	• Christmas

To begin with, perhaps work in 6 month blocks
Run direct marketing activities to build demand, acknowledge an anniversary, keep your customers informed.

Top tips:

1. Have an objective with every campaign

2. Don't be afraid to segment the data
   - Test Group A
   - Test Group B

3. Measure the results (ie response rate)

4. Use your database regularly (at least 2-4x a year) to keep it up to date

5. Test. Refine. Test again

Final tip: Make sure you back up your database regularly!