

# ***SURVIVING GOING DIGITAL***

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With Mark Jones

Click Digital Expo

1<sup>st</sup> September 2017



# INTRODUCTION

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- Mark Jones,  
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  - [www.yourdigitalsolution.com.au](http://www.yourdigitalsolution.com.au)
  - Small Business Help:  
<https://www.facebook.com/yourdigitalsoln>
  - **FREE OFFER** to all Click attendees, no obligation competitor audit and review <http://bit.ly/yds-click-offer>

12% of the top 100,000 websites are ecommerce, sharing ~\$2T growing at 20%.  
Of 12 Million online stores, only 650,000 sell over \$1000 per annum. (5.4%)

# HOW WILL YOUR SITE PERFORM?




Today we will cover three things;


1. SIMPLE STRATEGY
2. DRIVERS OF CHANGE
3. BUILDING VALUE


Simple!


Only 30% of businesses run to a business plan.  
Only 30% of those have a digital strategy


 6600 Accounts Created  
3420000 Tweets

 1200 Video Hours Uploaded  
1388400 Video Hours Watched

 109200 User Searches


 13888800 Minutes Used


 11111400 Likes  
600000 Comments  
416400 Uploaded


 3472200 +1s

 13800 Blog Posts


 2764800 Searches  
\$961200 Ad Revenue


 600 Posts  
7800 Comments  
127200 Votes


 277800 Posts

 142800 Pins


 30600 Items Purchased  
\$1415400 Money Spent


 21000 Check-Ins


 300 Reviews


 2041666800 Emails Sent


 6944400 Files Saved

 3472200 Stories Viewed  
4861200 Messages Sent

 380400 App Downloads

 741600 App Downloads

 31317600 Likes  
32985600 Posts  
3600 GB of Data

 7200 Accounts Created  
131944200 Messages Sent

 231600 Hours Watched

 611400 Hours Streamed



By the way, in the 600 seconds you've been on this page, approximately 13544400 GB of data was transferred over the internet.

## THE 6 AREAS WE TYPICALLY GO DIGITAL

1. Sell direct to customer for products
2. Take bookings for services
3. Find new customers via social media, search engines and online advertising.
4. More efficient operations or customer service.
5. Capture customer data to make better decisions and personalised offers.
6. Put data in the cloud for recovery and sharing.

There are a million ways to skin the cat, but there are normally just the 6 cats...

# A STRATEGY TO RESPOND TO CHANGE

- Strategy is the **relative value** of your goods and services in the eyes of your **customers**
  - It is **relative** so you must know your competitor.
  - It is about **value**, what is it worth to your customer to satisfy a need or remove a problem.
  - In the eyes of your **customer**, so you must know their needs.

Having a digital strategy and executing your plan builds business value.  
And we know that NOT doing this ERODES value.

# ***DRIVERS OF CHANGE***

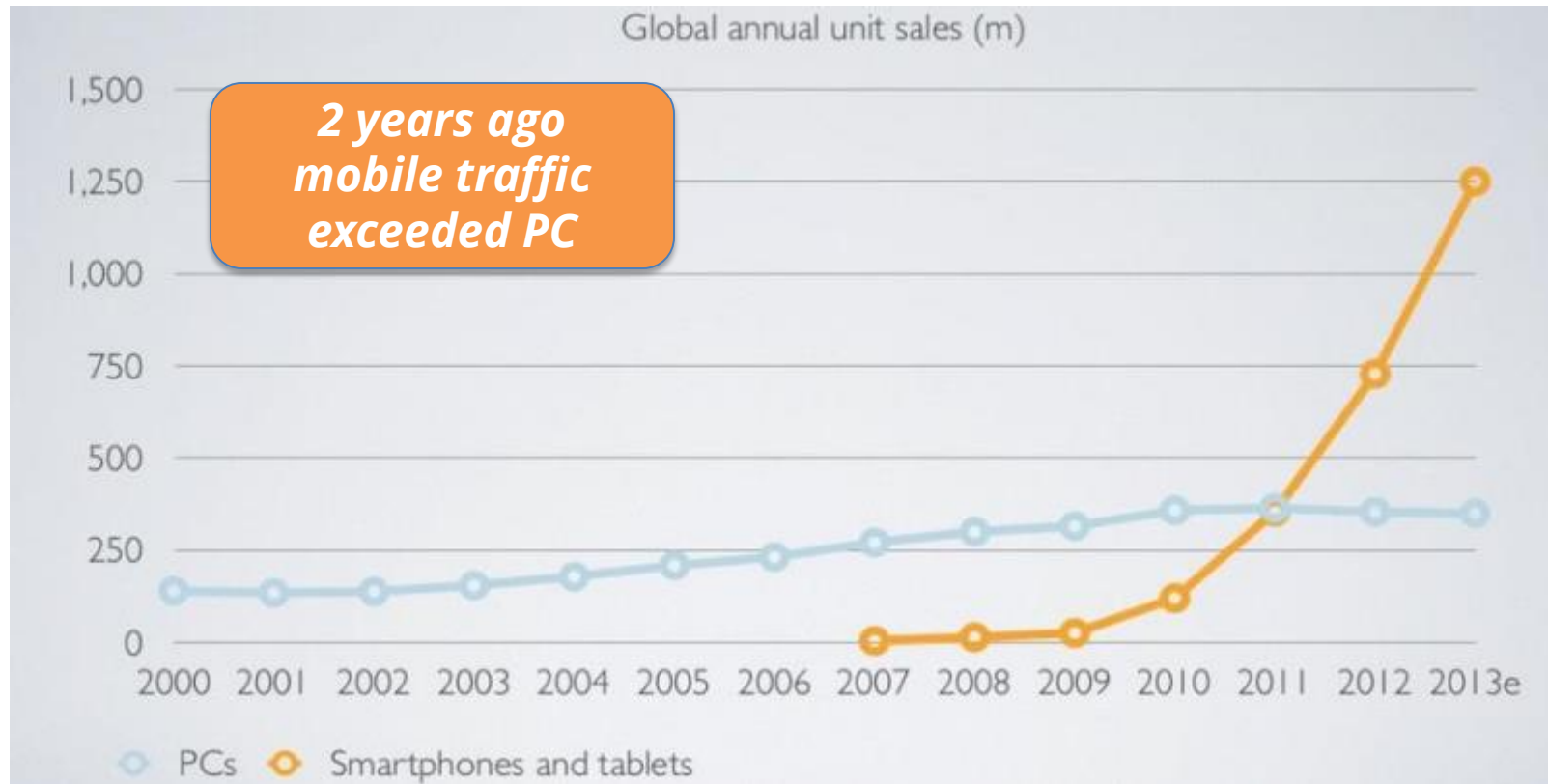
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MOBILE  
SEARCH  
SOCIAL  
ROBOTS



YOUR  
**DIGITAL**  
SOLUTION

# THE INDEX FINGER IS NOW THE MOUSE

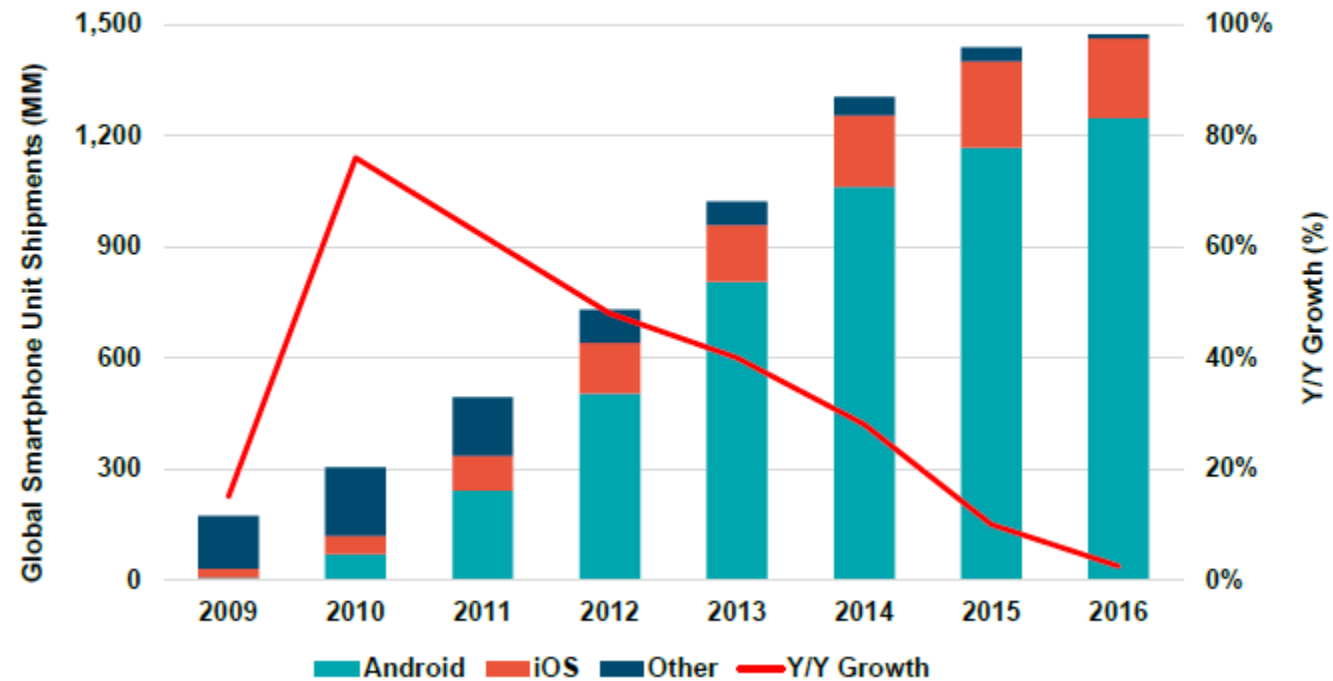


Passing Google's responsive test is the minimum test.  
Your customer experience must be GREAT on mobile.



# MOBILE PHONES ARE NEARING SATURATION

Smartphone Unit Shipments by Operating System (MM), Global, 2009 – 2016

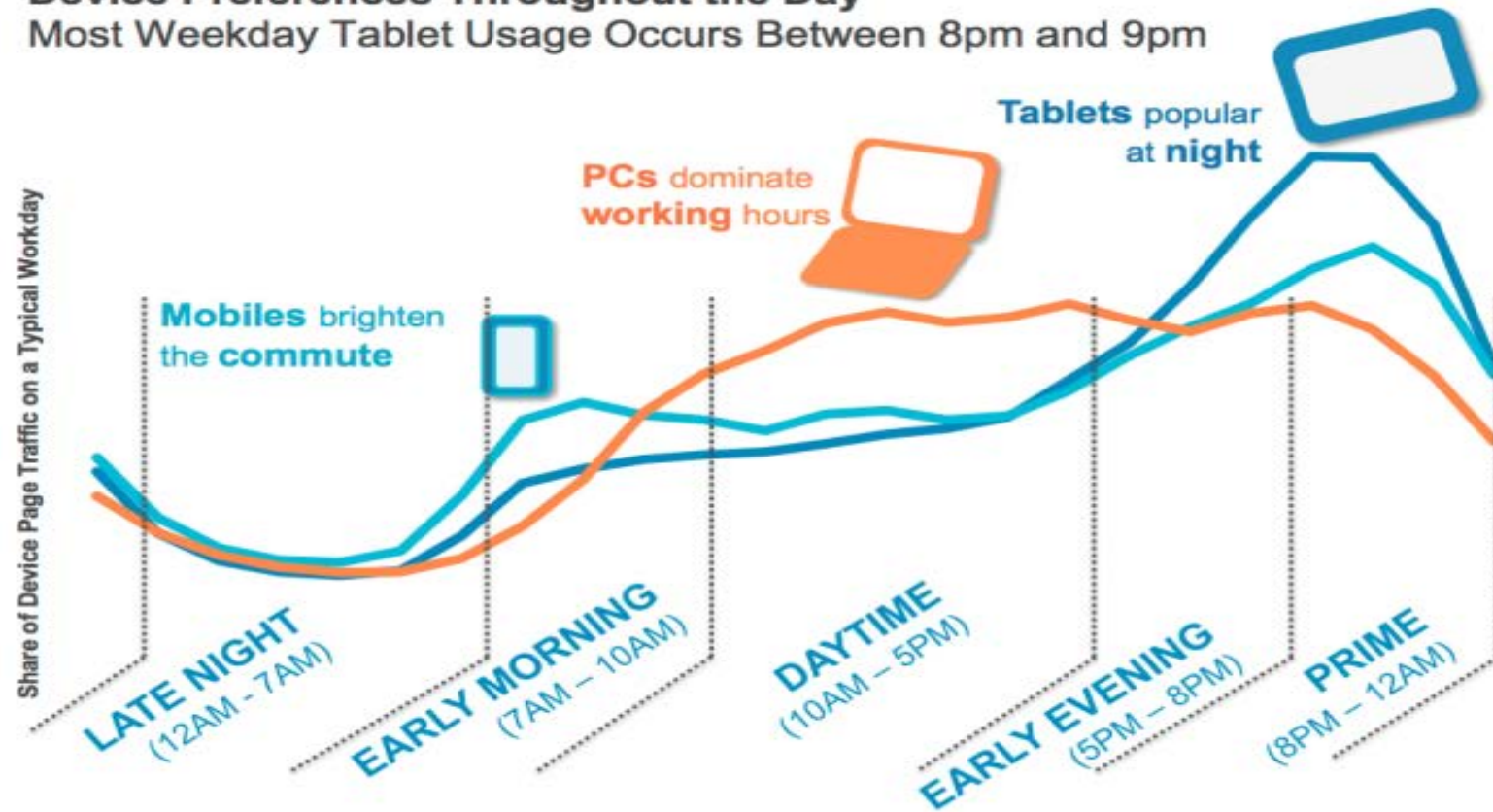


In western markets we now upgrade and replace.

# USERS ARE MORE MOBILE THAN NOT

## Device Preferences Throughout the Day

Most Weekday Tablet Usage Occurs Between 8pm and 9pm



Be conscious of what time of day works best for each device for you

# WHAT WE MEAN BY "GOING MOBILE"

The image displays two versions of the Qantas website interface. On the left is the desktop version, and on the right is the mobile version.

**Desktop Version (Left):**

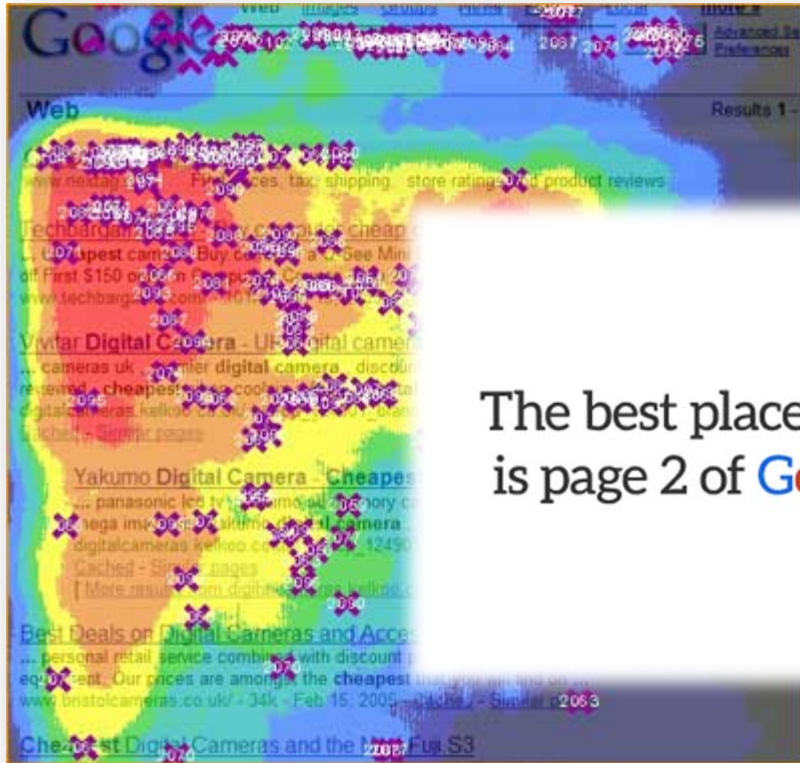
- Header: QANTAS logo, Australia dropdown, Search bar, oneworld logo.
- Navigation: Home, Plan, Book, Fly, Frequent Flyer, Qantas for Business, About Qantas, Help.
- Main Content: Flight search form (From: Brisbane, To: Sydney, Depart/Return: Wed, 24 Sep 2014), Travel Class: Economy, Search Flights button.
- Special Offer: "Qantas' Biggest Early Bird Sale" for Johannesburg, \$1399 return.
- Right Sidebar: Frequent Flyer login form (Membership No., Last Name, PIN, Remember details, Security, Login button).

**Mobile Version (Right):**

- Header: QANTAS logo.
- Navigation: Frequent Flyer Login, Book Flight, Book Car, Book Hotel, Manage Your Booking (NEW), Domestic Check-in, Flight Status, Book Transfers, Book Activities.

Make sure you look at what customers DO with you on mobile.

# SEARCH IS CRITICAL TO GET RIGHT









	% of Clicks	% Time Spent
Something	56.36	28.43
Something	13.45	25.08
Something	9.82	14.72
Something	4.00	8.70
Something	4.73	6.02
Something	3.27	4.01
Something	0.36	3.01
Something	2.91	3.68
Something	1.45	3.01
Something	2.55	2.34

The best place to hide a dead body is page 2 of Google search results.

96% start or reinforce purchases with a quick search  
 56% of CMOs start their whole campaign with search

# SOCIAL MEDIA IS BIG AND GETTING BIGGER

					
<b>14,00K USERS</b>	<b>13,000K USERS</b>	<b>3,900K Users</b>	<b>2,800K USERS</b>	<b>380K USERS</b>	<b>60K USERS</b>
Over 13 Offers & Comps Ads needed for reach	How-to\ Explainer Videos  Younger pop'n; replacing TV	Personal Page  Showcase Company and Products  Professional Audience	Immediate news  Good feedback  Low Engagement	80% Female  High e-commerce  Visual, Business accounts	Google My Business  Local search\ maps
<b>LIKES</b>	<b>SUBS/ THUMBS UP</b>	<b>NETWORK</b>	<b>FOLLOWERS</b>	<b>RE-PINS, LIKES, FOLLOWS</b>	<b>+1's &amp; FOLLOWERS</b>

What are your audience targets and how do you leverage them?  
Pick two and do them very well.

# THE ROBOTS ARE COMING



- Automated service response and suggestion
- Dynamic targeting of interests on preferences, past purchases, location and 'like' customers
- Voice activated search is over 56% in those under 24
  - i.e. Ask Siri and OK Google

Amazon trades off AI and you can too.  
AI and Voice Search are still early an opportunity to lead.

# ***BUILDING VALUE IN RESPONSE***

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COMPETITORS  
CUSTOMERS



YOUR  
**DIGITAL**  
SOLUTION

# COMPETITORS ARE NOT ALL ON YOUR HIGH ST

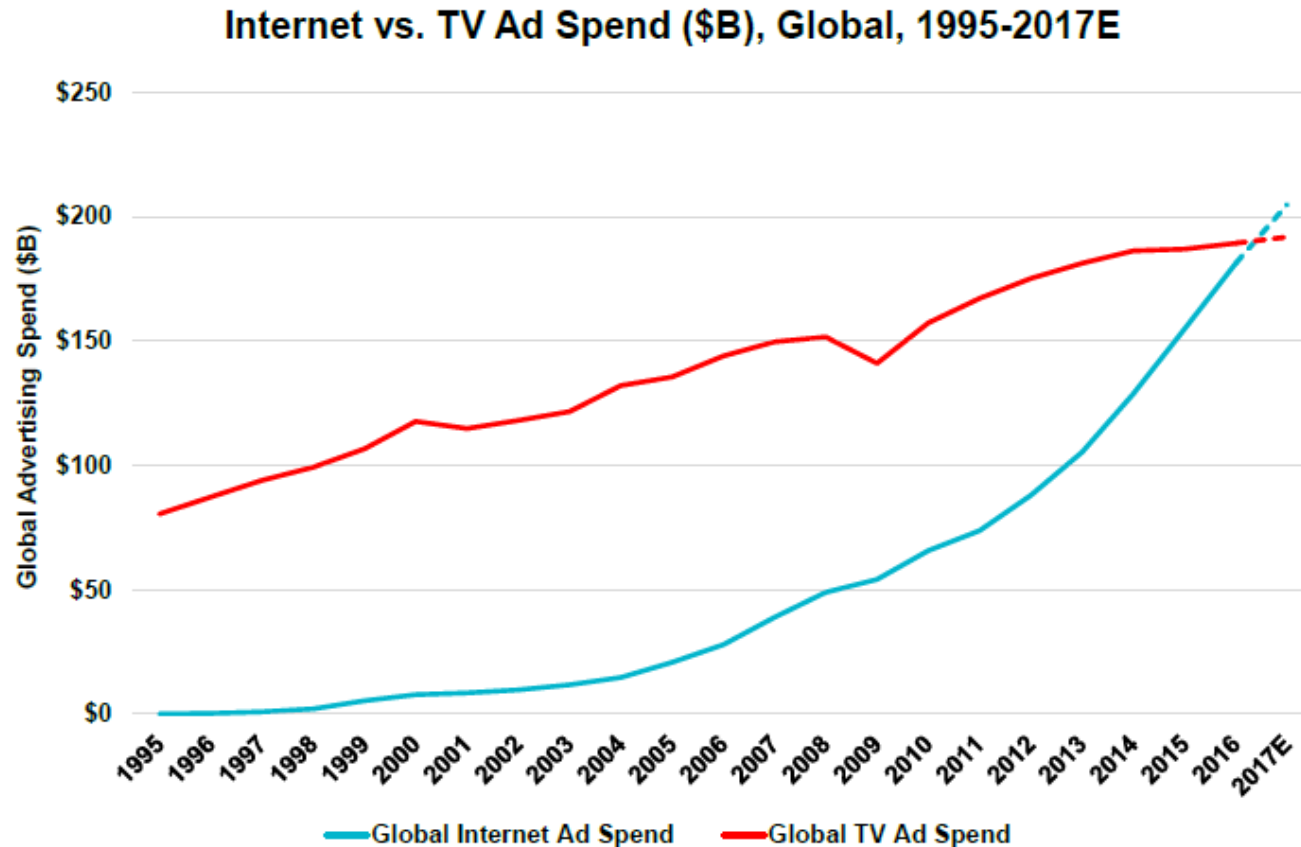
- More of the world competes with you
- If not an *opportunity* for you, it is for a competitor...
- Competitors set your customers' expectations



Are you aware of ALL your competitors?  
Search in your category regularly and check, your customers  
are.



# REACHING CUSTOMERS: INTERNET ADVERTISING ABOUT TO OVERTAKE TV



In relative terms it is actually cheaper to reach people online than by other channels.

# *IF YOU STARTED TODAY, HOW WOULD YOU MARKET YOUR NEW BUSINESS?*

- 70% of NEW marketing dollars are digital
  - 65% of these dollars are on Google and Facebook
  - Facebook growing at 60% half on half
- Aussie small businesses are placing small bets
  - Spend in marketing is 1 – 2%
  - Almost nothing spent on R&D
  - Online marketing for many is nil
- For reliable growth we invest ~5% of gross turnover

**What percentage of your gross revenue do you put into marketing? What is your ROL (return on learning), not ROI?**

# TARGET YOUR MESSAGING TO CUSTOMERS

Meet Jane. She is 37, Australian-born, Catholic, and married with two young children.

She works almost full-time (32 hours a week) as a sales assistant, and spends five hours on housework every week.



Do you target any segments in your marketing?  
Or do you just target Janes?

# ***BUT MUST FOCUS ON EACH SEGMENT***

## Segment your marketing by:

- Identifying 3 – 5 segments
- Consider their various needs
- Treat customers as individuals
- Build on what you know

## Options to segment the users:

- Location
- Income
- Lifestyle
- Life Stage / Age
- Many others.... be creative



**Thinking of your average customer will lead to average sales!**

# ***THE BEST STRATEGY IS CUSTOMER CENTRIC***



## ***CUSTOMER = EMPATHY***

1. Pick 2 factors to segment by
2. Choose values that to roughly halve customers
3. List three things that matter to each quadrant

**Position your business consciously relative to your competitors' capabilities**

# CONTENT MARKETING 101

1. Understand **why segments buy**
2. Use **Google Keyword planner** to understand how they search
3. Prepare site navigation and landing pages that **capture details**
4. **Produce content** to build awareness
5. Distribute content in exchange for **links**



Start steady and sustain the effort. 10 pages isn't much,  
but 100 or 1000 are...

# ***DON'T FORGET TO LISTEN***

***Be the elephant,***



***not the hippo!***

**USE GOOGLE ALERTS TO TRACK YOUR BRAND AND YOUR  
COMPETITORS FOR NEW ALERTS.**

## *FINAL THOUGHT...*

*If the rate of change outside your business,  
exceeds the rate of change within,  
your days are numbered.*

*Jack Welch*

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