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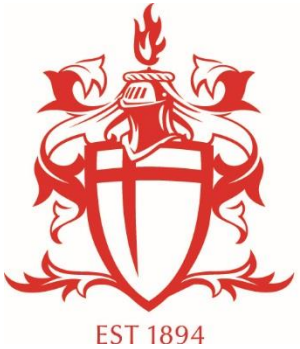


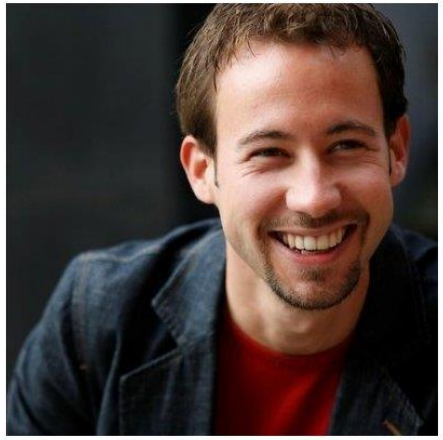
Cass Business School
CITY UNIVERSITY LONDON

The six steps of an effective digital marketing strategy (for academics and entrepreneurs alike)

Tom van Laer

Your speaker

Dr Tom van Laer



- Born in Geleen, the Netherlands
- BA in Business Communication Research & International Business Communication, MA in Business Communication Studies
- Doctorate in Marketing
- Studies storytelling, social media, and consumer behaviour
- Branding Management and Communication Strategies, and Digital Marketing
- Published in Journal of Consumer Research, International Journal of Research in Marketing, Journal of Business Ethics, etc.
- Is cited in The Conversation and many blogs and online newspapers
- Consults BNP Paribas, BCG, Eurostar, IBM, and others
- Visiting scholar at the University of Sydney

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“Science is like sex:

sure, it may give some practical results,
but that's not why we do it.”

Learning outcomes

Know

- digital marketing strategy
- the 6 necessary steps for a successful internet campaign
- how to use the internet as a two-way marketing medium
- how to get attention, attract an audience, and have impact

Menu

- Introduction

1. Before you start: Know your goals
2. Know the room: Audience selection
3. Sound smart: Core sites and content
4. Make a connection: (Re-)pinging
5. Brag modestly: Word-Of-Mouth
6. Observe and adjust: Impact measurement

- DIY

The cure for "figuring it out later": Strategic digital marketing

- Strategic digital marketing ensures that you
  - Know your audience,
  - Target them with an appropriate message,
  - Observe their response,
  - Adjust the message accordingly.

- **I will SELECT.**
- **I will INTERACT.**
- **I will not "FIGURE IT OUT LATER".**

Who can use strategic digital marketing—poor academics?

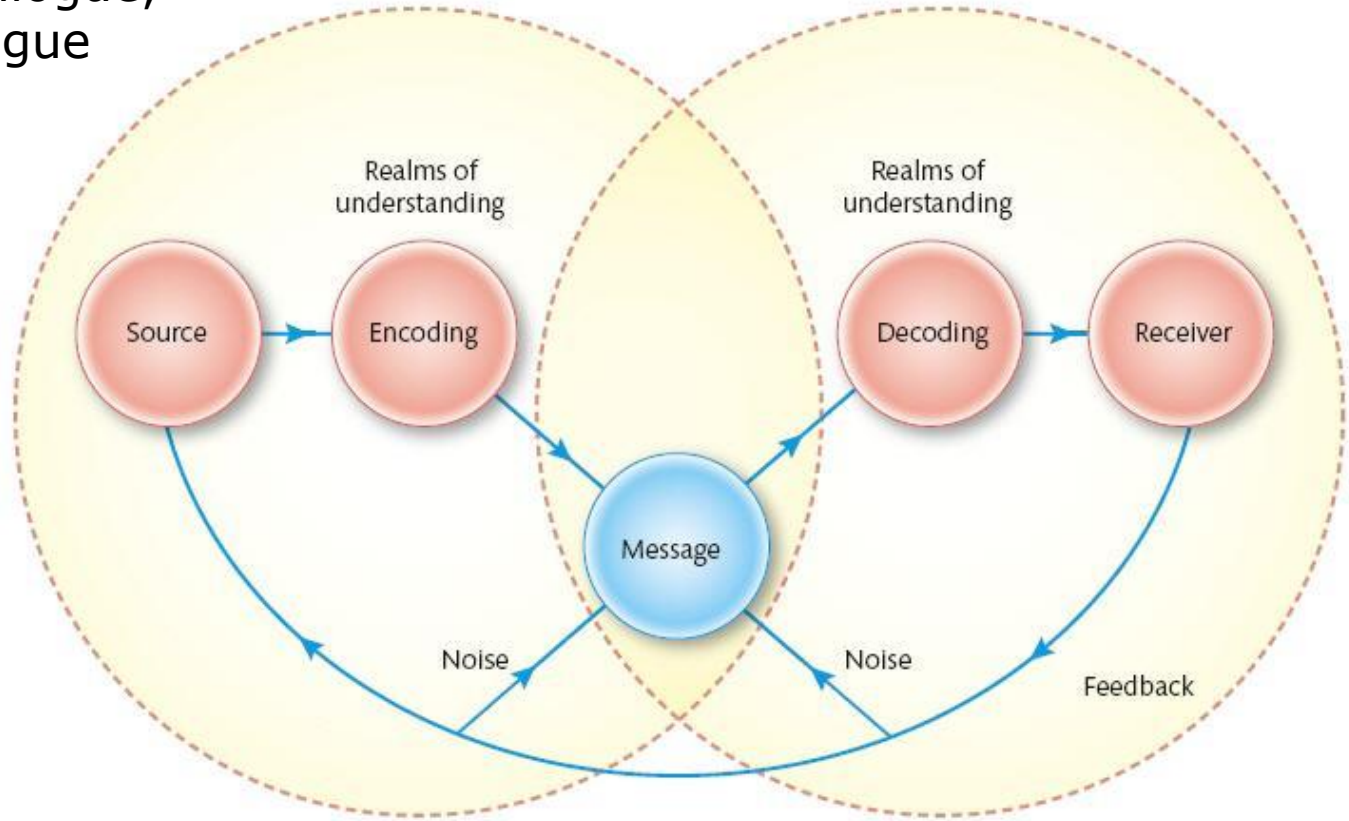
- Digital marketing can be done on a small budget
- Companies/individuals that use digital marketing generally:

1. Have a story to tell
2. Are ready to commit for the long term
3. **Know their limitations**

Why strategic digital marketing?

- Strategic digital marketing
  - is quick and transparent
  - shows people that you are there, and that you are listening
  - is about dialogue, not monologue

- A mediated conversation in **real time**



A linear model of communications

Source: Based on Schramm (1955) and Shannon and Weaver (1962).

This is just for companies, isn't it?
The drive for action

"Reply to my tweet"

"Follow me"

"Connect with me"

"Have a look at this"

"Download my paper"

A polite, measurable two-way interaction in an effort to sell ***something.***

1. Before you start: Know your goals

Five goal-setting principles: HATCH

- **Humanistic**
  - Focus on understanding your audience rather than making assumptions about quick solutions.
- **Actionable**
  - Use short-term tactical micro goals to achieve long-term macro goals.
- **Testable**
  - Before you launch, identify metrics that will help evaluate your progress and inform your actions. Establish deadlines and celebrate small wins along the way.
- **Clarity**
  - Keep your goals clear to increase your odds of success and generate momentum.
- **Happiness**
  - Ensure that your goals are meaningful to you and your audience.

HATCH goals in action

HATCH	Have impact
Humanistic	
Actionable	
Testable	
Clarity	
Happiness	

2. Know the room (aka get selective)

Audience

The group you are trying to communicate with and persuade

- Personas (personae) – **Who?**
  A precise description of an audience member and what he or she wishes to accomplish

- Workflow – **How?**
  A simple, commonsense map that describes how a persona moves through your websites — it may include a single visit, but typically spans several, and ends with some desired conclusion

- Calls to action - **What next?**
  Opportunities in the workflow to help personas move forward

Workflow

1. Persona tweets
2. You reply to tweet
3. Persona replies to your tweet
4. You follow persona on Twitter
5. Persona follows back
6. You invite persona to connect on LinkedIn
7. Persona accepts invitation
8. Persona views your profile
9. You send SSRN paper link to persona
10. Persona downloads paper

11. You ask persona what they thought of paper

Call to Action

- "Reply to my tweet"
- "Follow me"
- "Connect with me"
- "Have a look"
- "Download my paper"
- "Share my paper"

Addresses a need of one or more personas

AND

Presents opportunities to measure audience response (aka Observe & adjust)

AND

Answering means a persona does something you want them to do

3. Sound smart
(aka don't sound stupid)

Why are some stories / theories / courses more impactful?

Constructs (and propositions)

- Are broad in
  - Scope
  - Applicability

- Are memorable because
  - Beautiful
  - Interesting
  - Simple

- Provide
  - Identifiable characters
  - An imaginable plot
  - Great context

4. Make a connection

Get and stay in touch

- At academic and practitioner conferences,
  - Talk to people
  - Exchange cards
  - Volunteer for special sessions
    - Discussant
    - Session chair
- Email and tweet academics, journalists, and managers
  - Ask for papers and send links to yours in return
- Celebrate achievements
  - Congratulate colleagues online on theirs
  - Communicate yours but best some tongue-in-cheek

5. Brag modestly

6. Observe and adjust

The basics: Impact monitoring

1. Twitter followers
2. LinkedIn connections
3. SSRN downloads
4. Google Scholar citations
5. Web of Science citations
6. The Conversation readers, tweets, likes, shares

etc.

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- DIY

Question 1

1. Use HATCH in order to define your macro and first micro goal. Explain your choices.

Question 2

2. Define 3 personas you need to please.
   Include profile and shopping habits just like Alice's Pig did for "Lily".
   Explain your choices.

   1. An academic
   2. A journalist
   3. A manager

Question 3

3. Now think about which steps in the interaction offer an opportunity for you to provide something that keeps the interaction going. When in this process might you help the personas and, at the same time, make sure these personas keep you in mind?
   So, devise the workflow for each persona, adding calls to action and site features (be creative) as follows. Explain your choices.

STEP	CALL TO ACTION	SITE FEATURE
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		

Question 4

4. Finish the following statement.
   - Be as broad in scope and applicability.
   - Be as beautiful, interesting, and simple as possible.
   - Provide identifiable characters, an imaginable plot, and great context.

"I have developed this theory / course according to which…"

Thank you

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