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ACADEMY

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Getting Your Digital Strategy Off The Ground

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Agenda

1. Introductions
2. Previously on ...
3. Five Ws:
 - 3.1. Who will do this work?
 - 3.2. What outcomes do you expect?
 - 3.3. Where is your audience?
 - 3.4. When should all this happen?
 - 3.5. Why are we doing this?
4. How to manage the workload, tools, tips and tricks

communicatto.com/academy-exercises

Previously, on Academy





Use the P.O.S.T. formula to plan your social media

People first, technology last

1. People
2. Objectives
3. Strategy
4. Technology



JUSTIN, 31

DEMOGRAPHICS

- Rents a 3 bedroom apartment in uptown Atlanta with his partner. Saving to buy a home next year.
- Works 40 hours a week in a 5 star hotel as a superintendent with a net income of \$120,000.
- Recently engaged to his boyfriend of 5 years with plans to marry in NYC in the winter.
- Graduated from a community college with honors and held office in 3 on-campus clubs.

BEHAVIORAL IDENTIFIERS

- Hobbies include vegan cooking, yoga, monthly massages, playing the drums, volunteering, drinking cocktails and watching local plays.
- Prefers to call for customer service and support. Values follow up summary emails and easy to read directions.
- Wants free shipping on large orders. Values quality and privacy. Extremely brand loyal. Prefers email marketing.
- Shops online between 9am-3pm and makes multiple returns. Uses Paypal at checkout.
- Owns an iPhone and tablet. Shops on this tablet with referrals from email marketing and promotions.
- Travels in the USA twice a year to visit family in Maine and California. Prefers long road trips and holiday travel.
- Personal goals to become a general manager within 4 years and to purchase a suburban home after his wedding and honeymoon.
- Cooks very healthy and with local products. Has great self care and is very active.



MAGGIE, 52

DEMOGRAPHICS

- Owns a 4 bedroom home in coastal NC and 2 high end cars. Lives in a suburban gated neighborhood.
- Human Resource Director of a small media company for 5 years with a \$88,000 salary.
- Happily married for 12 years with 2 sons and a house hold income of above \$220,000.
- Well educated with an HR degree from a state university. Graduated without debt.

BEHAVIORAL IDENTIFIERS

- Hobbies include reading, playing tennis, networking at the country club, being involved in youth groups and visiting the beach.
- Wants a simple product. Values quantity and brand image. Prefers print marketing and bold graphics.
- Shops in department stores after 5pm. Buys in bulk on sale items. Referred by a previous client.
- Well traveled in Europe. Prefers traveling in off-peak times in chain hotels and loves pre-planned travel like cruises.
- Personal goals to retire by age 65, to own a vacation home on the Spanish Riviera and for her sons to attend an ivy league university.
- In very good health but very busy and often stressed. Visits group exercise programs.



MARK, 22

DEMOGRAPHICS

- Rents a 2 bedroom apartment in uptown Charlotte, NC with old teammates from lacrosse.
- Currently an intern for a large sports management company and a bar tender at a high end cocktail bar on the weekends.
- Recently single and using dating apps. An only child and rescued a puppy 4 months ago.
- Graduated with a 3.8 in Health Sciences from UNCW. Owes \$28,000 in private loans.

BEHAVIORAL IDENTIFIERS

- Hobbies include eating out, lifting weights, playing club lacrosse, drinking draft beer, tailgating for UNC, and watching live music.
- Prefers chat systems for customer service and support. Values quick responses and 24 hour availability.
- Wants fast shipping. Values a low price. Prefers online marketing, light colors, and simple websites.
- Shops online between 7pm-3am. Buys during pay periods at the end of the month and often uses promo codes.
- Owns an Android and shops on mobile with referrals from social media such as Instagram and Facebook.
- Studied abroad in Chile. Can speak Spanish and some Italian. Travels on a budget and prefers hostels to hotels.
- Personal goals to be out of debt by 2024, to be engaged in 4 years, and to work in a university sports medicine department.
- Very fit and active but has a bad diet due to eating on a budget and drinking often. Seeks out health information daily.

Different strokes for different folks

Hub and spoke

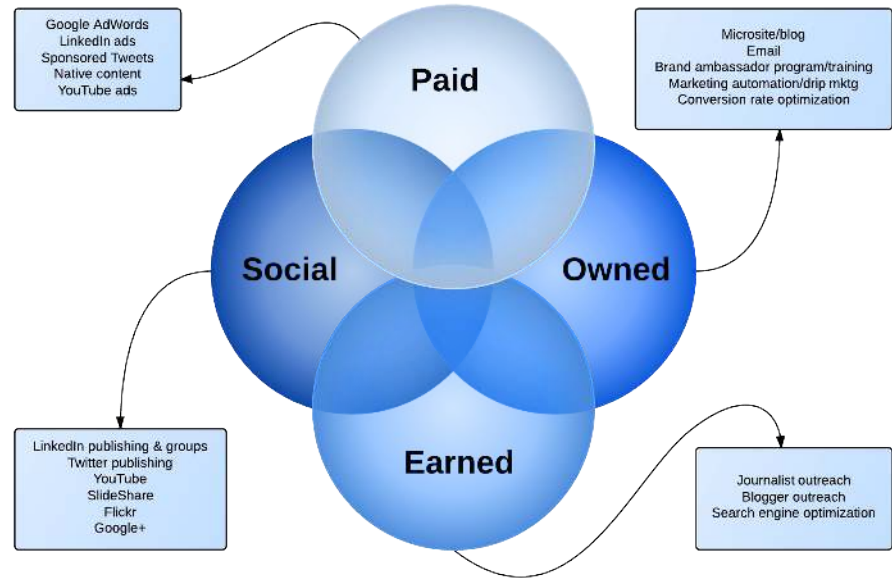
Link back to your website where you can provide more for your audience





PESO

No distribution = no audience



Who will do this work?

Assembling your flight crew



Team roles

Must have:

- Digital media point person
- Managing editor
- Blogger
- Social media community manager
- Rich media production person
- Designer
- Reporting and analytics person

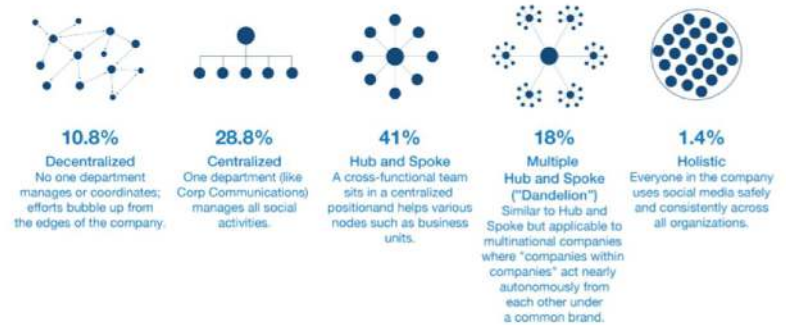
To consider:

- Photographer
- Videographer
 - Video editor
- Podcaster/sound engineer

Most Corporations Organize in “Hub and Spoke” formation for Social Business

We found that 82% of companies in this specific formation have self-identified their programs as “Formalized, Mature or Advanced” its

Figure 5: Five Ways Companies Organize for Social Media



Source: Survey of 140 Corporate Social Strategists, Altimeter Group, November 2010

How to organize?

Command and control or
laissez-faire?

What outcomes do you expect?

What's your real destination?



Example S.M.A.R.T. outcomes

- Increase sales of product X by ?? percent
- Acquire ## more volunteer inquiries/applications per month
- Increase donations by ??% in Q4
- Get 25 applicants per job posting, pre-screened
- Fill upcoming open house with 75 people
- Reduce member churn by ??% in 2020
- Improve brand/message recall by XX%
- Increase brand favorability index score by ??% in 2021 vs 2020

Where should you fly?

Choose the hubs your audience already prefers



There is no “best” channel

There are only channels that work and those that don't



Different channels for different targets





How to pick channels

- Ask your audience, test
- Read third-party research, make an educated guess, test
- Use each platform to amass data, test
- The channel(s) or channel mix that provides the greatest number of conversions at the lowest cost per acquisition wins!



How not to pick channels

- Listen to your executives (OK, Boomer.)
- Fall for the sample of one fallacy (I use it sooooo ...)
- Chase the shiny thing (I'm looking at you, TikTok! Sorry, Snap.)
- Shun the boring thing (Facebook is sooo 2015)

First activity break - outcomes and channels

When should you fly?

Schedule for your passengers' convenience



Frequency of publishing

Blog:

- Minimum weekly, up to daily (if you have something to say)
- Layer on guest posts or contributed content 1-2 per week
- Bonus points for writing on someone else's blog
- Consider long form posting on LinkedIn or Medium

Social:

- Minimum twice daily, but ...
- ... Channel-dependent
 - Twitter, Instagram, not much shelf-life
 - Facebook, no organic reach
 - LinkedIn, less frequency, higher quality is generally rewarded
- Ultimately, as long as reach and (positive) engagement is increasing, up your frequency



Timing of social posts

You decide:

- Right now
- Scheduled - future time and date
- Queue - trickled out at pre-ordained pace

Robot decides:

- ViralPost single post
- ViralPost Queue
- Echo/Evergreen

**Show and tell - ViralPost, Queue,
Dlvr.it**

Why are we doing this again?

Conversions, conversions, conversions!



THE CONTENT LIFECYCLE

TOFU

- Blog
- Social Media Updates
- Infographics
- Photographs
- Digital Magazine/Book
- Audio Podcast
- Video/Video Podcast
- Microsite
- Print Magazine/Newsletter
- Primary Research

MOFU

- Educational Resources
- Useful Resource
- Software Download
- Discount/Coupon Club
- Quiz/Survey
- Webinar/Events

BOFU

- Demo/Free Trial
- Customer Story
- Comparison/Spec Sheet
- Webinar/Event
- Mini-Class



NEWSLETTER



WHITEPAPER



DOWNLOADS

How am I supposed to manage?

Master your lightsaber, you will





Show and tell

Tools, tips, tricks

- **Blog:**
 - Asana
 - Basecamp
 - Grammarly
 - Ubersuggest
 - Readable
 - Yoast
 - Pixabay
 - Dlvr.it
 - Snappa
 - Stencil
 - Wordswag
- **Sprout Social**
 - SMMS
 - Asset library/snippets
 - Reporting
 - Tasks/notes



Top 10 tricks and techniques for success

1. ABH - Always Be Human (and show/quote/feature humans)
2. Link back to your website, don't get stranded on Facebook
3. Think more than text - video and pics, quizzes, contests add fun eye candy - but use text to explain and name
4. Name drop by tagging
5. Save a few dollars to boost your posts so someone sees them
6. Keep it fresh and timely
7. Chat people up - be a good host
8. Put the rowdys and grumpies in a time out - take arguments offline
9. Promote your online presence offline (flyers, newsletters, postcards, in the society meeting minutes, emails, etc.)
10. Have fun and show some personality - no one wants to speak to a committee or a bland organization!



In conclusion

- Pre-plan with B.U.M.P.
- Plan your online marketing using P.O.S.T.
 - Who you want to reach
 - What you want them to do
 - How you'll get them to do it
 - What technology are they using where you can easily find them?
- Aim content at VERY specific personas and interest groups
- Everything should be a human interest story - people like people, not things
- Decide if you want online or offline (real world) outcomes
 - i.e. Watch video or attend open house?
- On Facebook you have to pay to play, but it's where most people are online
- Measure your outcomes to see if it is working
- Have fun and show some personality!



Questions?

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