

5 reasons why you need a digital marketing strategy in 2023




Ollie Couling
12 October 2022



The aim of this webinar is...

To give you the inside track on being efficient and successful when revisiting your digital marketing strategy.

digitalculturenetwork.org.uk

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We've created resources and advice for you to use during the COVID-19 lockdown. [Read More](#)

Digital skills for the arts

Welcome to your Digital Culture Network

We are here to develop your organisation's digital skills. Working across the arts and culture sector, the Network is led by nine specialist Tech Champions. We want you to be a part of it.

[Browse our Knowledge Hub](#)



Knowledge Hub



Beginner Read
Video and Digital Content

Podcasting and how to get started

This resource provides information and advice on making podcasts. As well as considerations for generating content, it contains guidance on hardware, software, and distribution methods.

 Marc Burns · 2 months ago



Beginner Read
Social Media

Engaging Audiences with Social Media

Whilst your audiences, participants or stakeholders may not be able to engage with you physically at the moment, you can still reach people through social media.

 Haydn Corrodus · 2 months ago



Beginner Read
Social Media

Introduction to Social Media

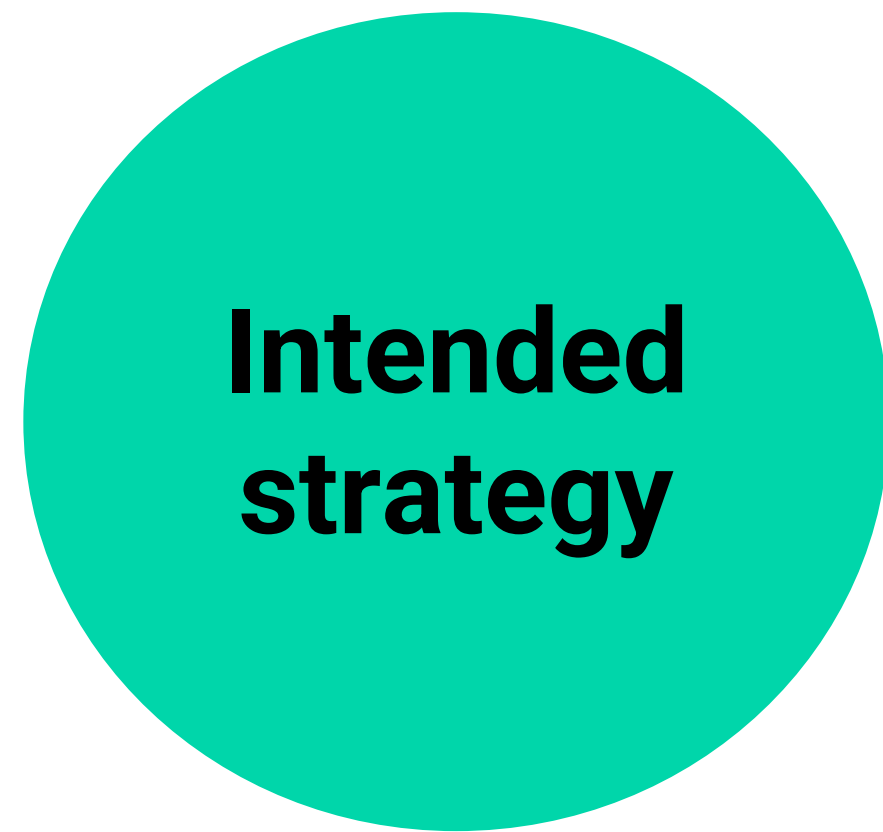
Social media is a unique and powerful way to help your organisation thrive and engage with your audience. Read on to find out more.

 Haydn Corrodus · 4 months ago



Part 1: What is a marketing strategy?





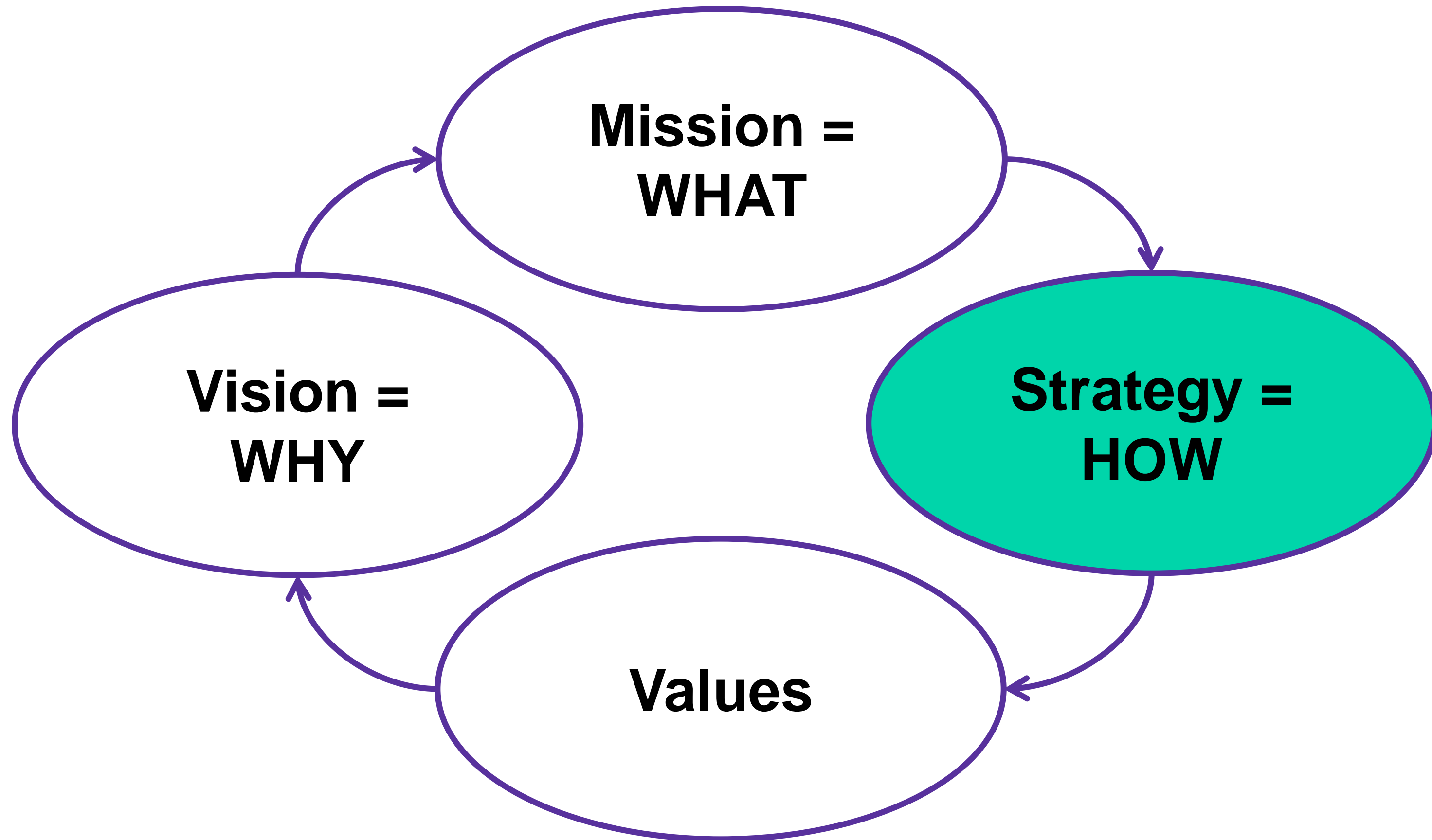
Yes No Yes No
No Yes No Yes
Yes No Yes No
No Yes No Yes
Yes No Yes No
No Yes No Yes
Yes No Yes No



The strategy bit

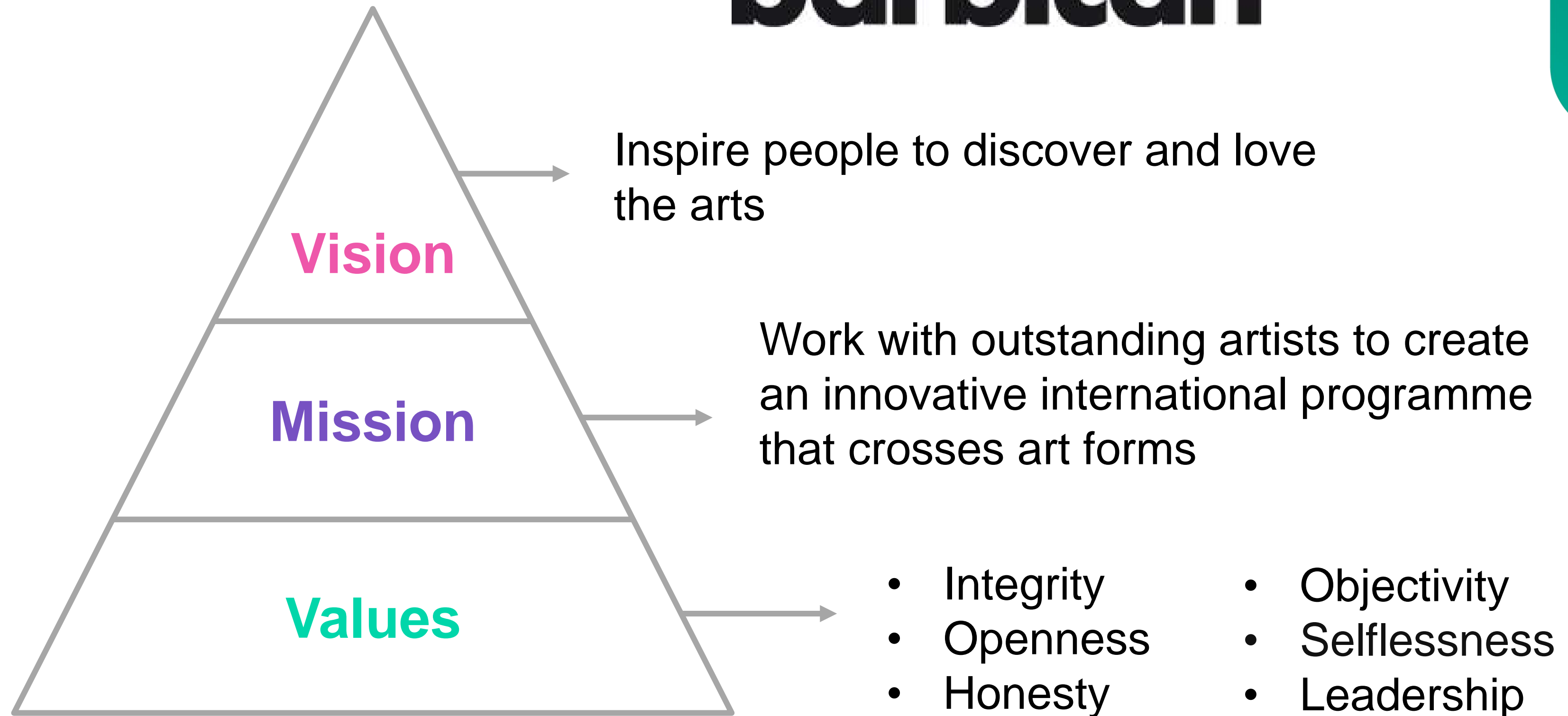


Hope is NOT a strategy



What is your vision?

barbican



Vision: why does your organisation exist?

Mission: what are your long-term objectives?

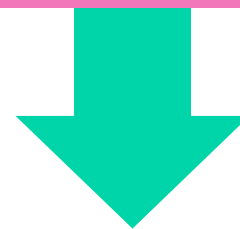
Values: are the decisions you make underpinned by guiding principles or commitments?



The destination

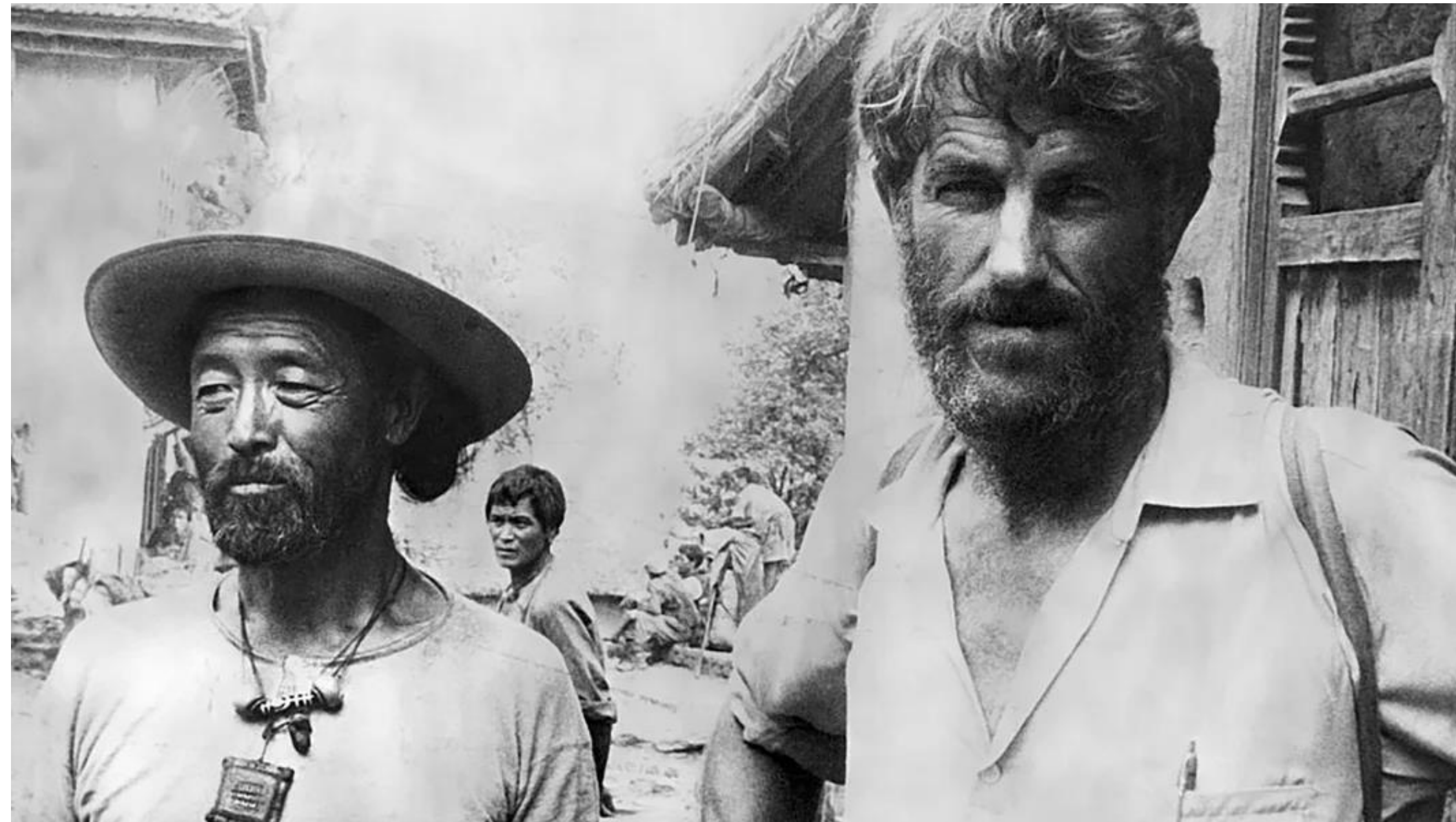


The challenge



The plan of action

The destination



The challenge



The plan of action



Strategies can change!



Part 1: Recap



Part 2: Why do you need a marketing strategy?

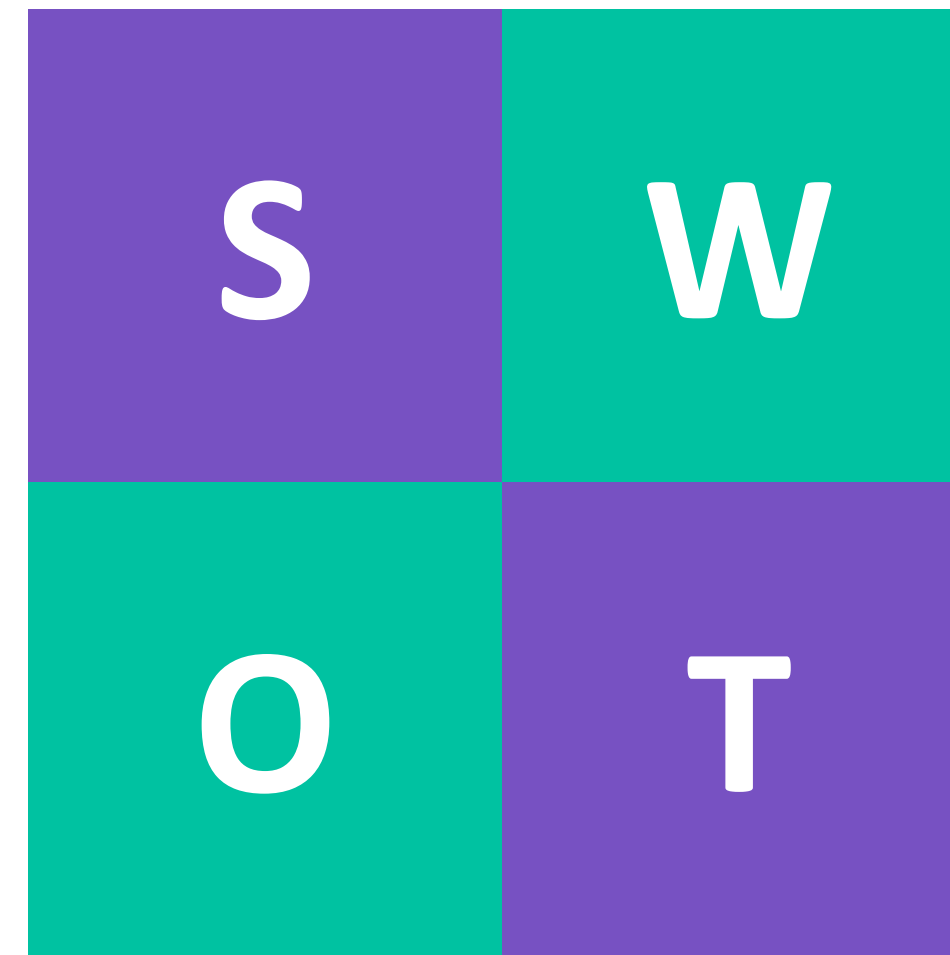


REASON 1:

**A strategy will help you make
better decisions**



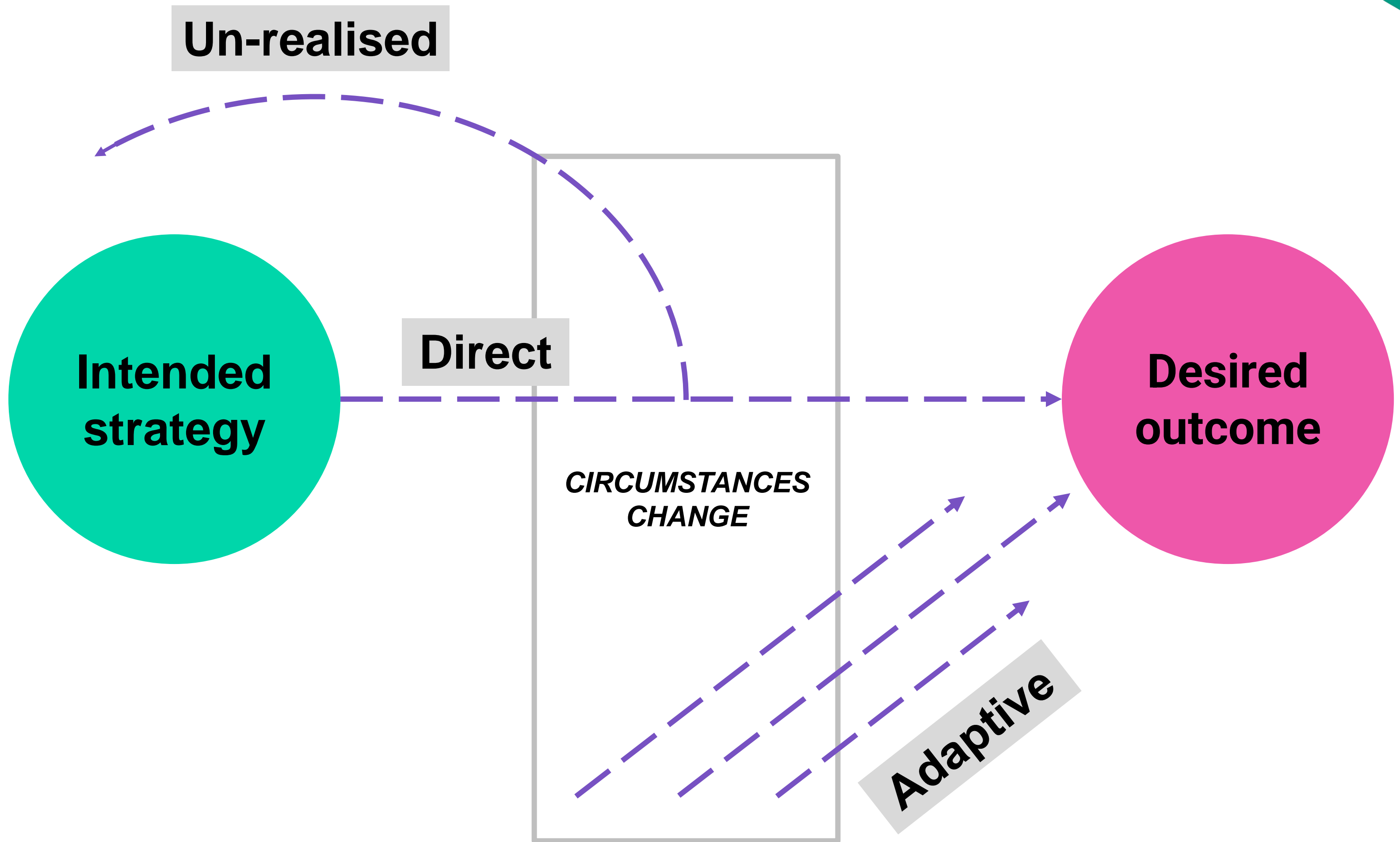
Political
Economic
Social
Technological



Strengths
Weaknesses
Opportunities
Threats

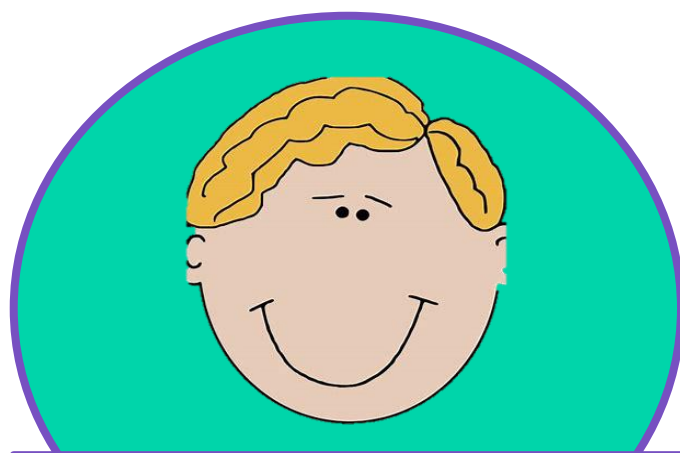
REASON 2:

**A strategy will help you
navigate uncertainty**



REASON 3:

A strategy will help you find a competitive advantage



Ollie, aged 40

Demographic

25-45
65% female

Psychographic

Loves the arts

Audience Profile Template

How they find us?

DCN Newsletter, LinkedIn

Preferred content?

Podcasts, social media

What do they want?

New ideas, best practices

What don't they want?

Extra workload, un-tested solutions

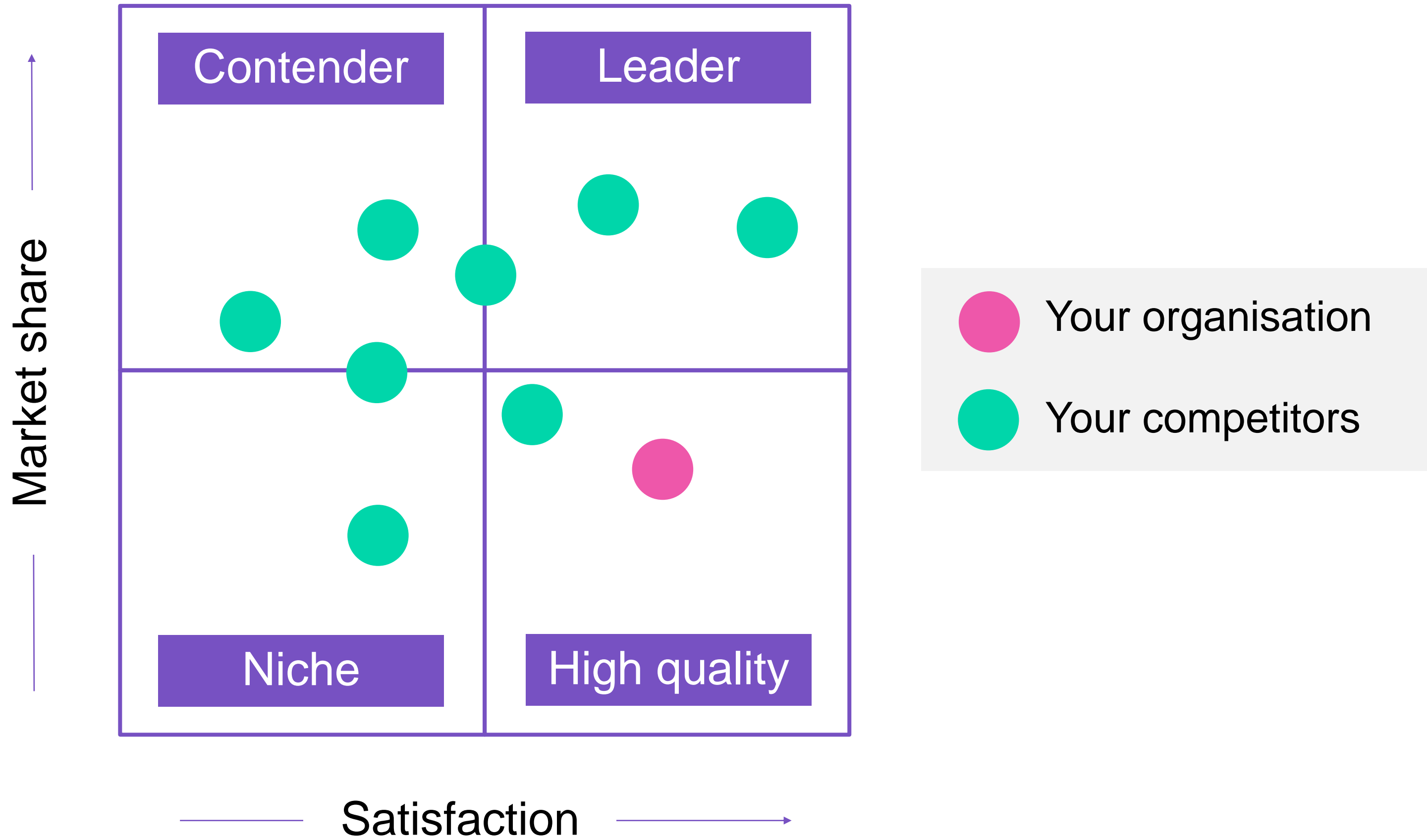
Challenges?

Small team, limited budget

Research habits?

Sector newsletters, industry trade shows

Competitive Analysis Matrix



Example of a Competitive Analysis Matrix

REASON 4:

A strategy will help to get everybody on the same page



#gopro #fishing #monstermike

I Strapped a GoPro on a Fish

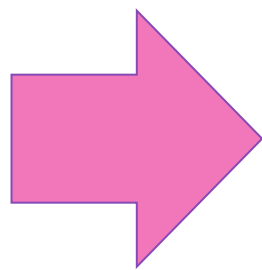
33,569,815 views...

👍 412K

👎 DISLIKE

➦ SHARE

↓ DOWNLOAD



| Date | Aug-22 | Sep-22 | Oct-22 | Nov-22 | Dec-22 | Jan-23 |
|------------|--------|--------|--------|--------|--------|--------|
| Milestones | M-ms 1 | | M-ms 2 | M-ms 3 | | M-ms 4 |
| | O-ms 1 | O-ms 2 | | O-ms 3 | | |
| | | | | | | |

| Goals | | | | | | |
|--------------------------|-------|-------|-------|-------|-------|-------|
| Monthly web traffic | 5,000 | 5,500 | 6,000 | 6,500 | 7,000 | 8,000 |
| Mailing list subscribers | 300 | 300 | 500 | 700 | 900 | 1,000 |
| Ticket sales | 50 | 50 | 50 | 50 | 100 | 100 |

| Marketing milestones | |
|----------------------|--|
| M-ms 1 | Double the frequency of weekly social media posts |
| M-ms 2 | Increase monthly volume of new website visitors |
| M-ms 3 | Launch promotional campaign to raise awareness of new program / work |
| M-ms 4 | Start campaign to reactivate lapsed email subscribers |

| Operational milestones | |
|------------------------|---|
| O-ms 1 | Hire a full time social media manager |
| O-ms 2 | Make improvements to the newsletter sign up form |
| O-ms 3 | Streamline the user journey for online ticket purchases |

| | | |
|----------|-------------------|---|
| S | Specific | Make your goals specific and narrow for more effective planning. |
| M | Measurable | Define the KPIs that will show if you are making progress, or not. |
| A | Attainable | Make sure you can achieve your goals with available resources, time and skills. |
| R | Relevant | Your goals should align to your long-term vision and values. |
| T | Time-based | Set a realistic end-date |

How well is your strategy aligned to your goals?



How well is your strategy aligned to your capabilities?

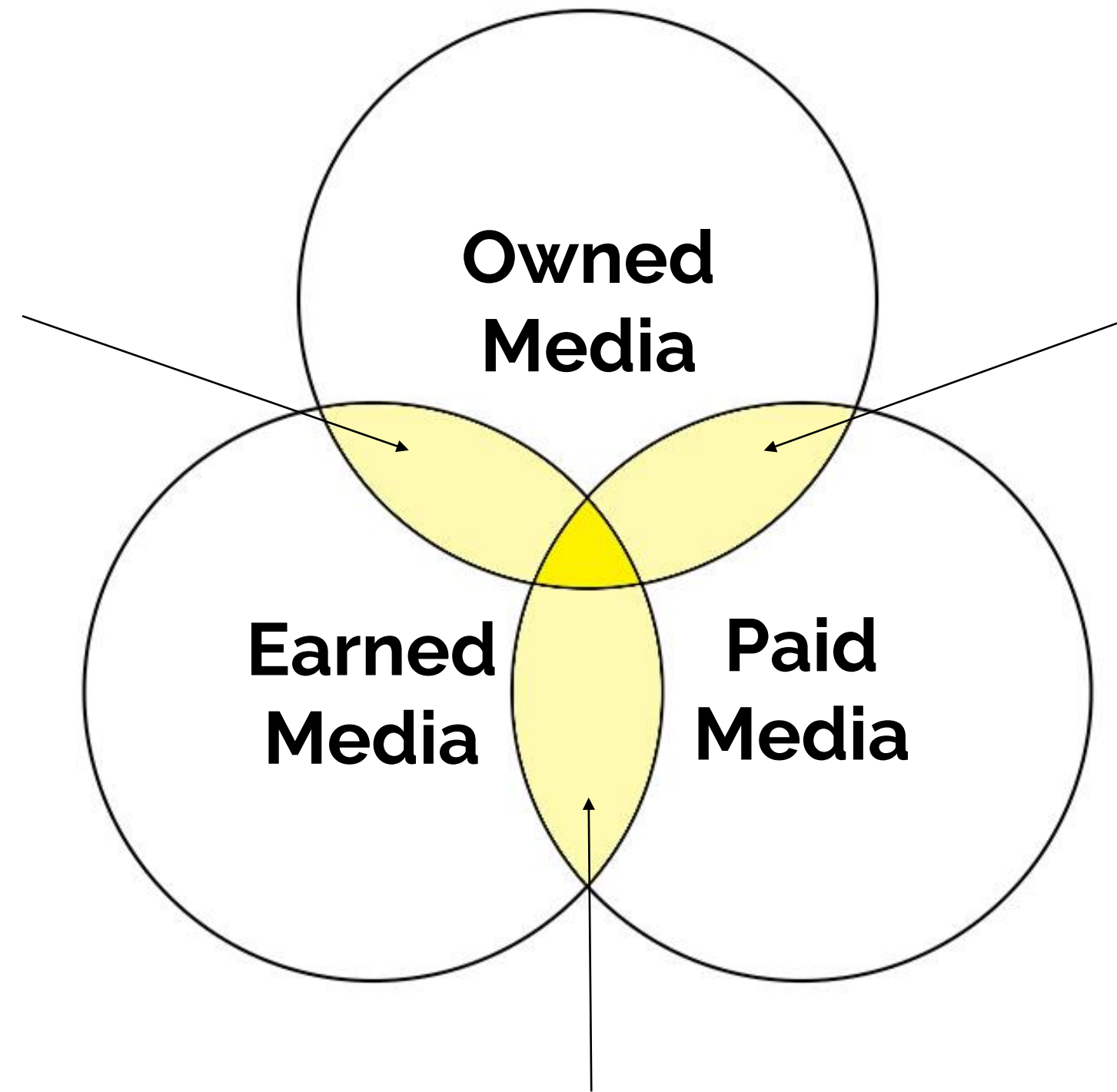
REASON 5:

**A strategy will help you to
create powerful tactics**

Goal. To increase awareness of our brand new premises.



Invest in new original content

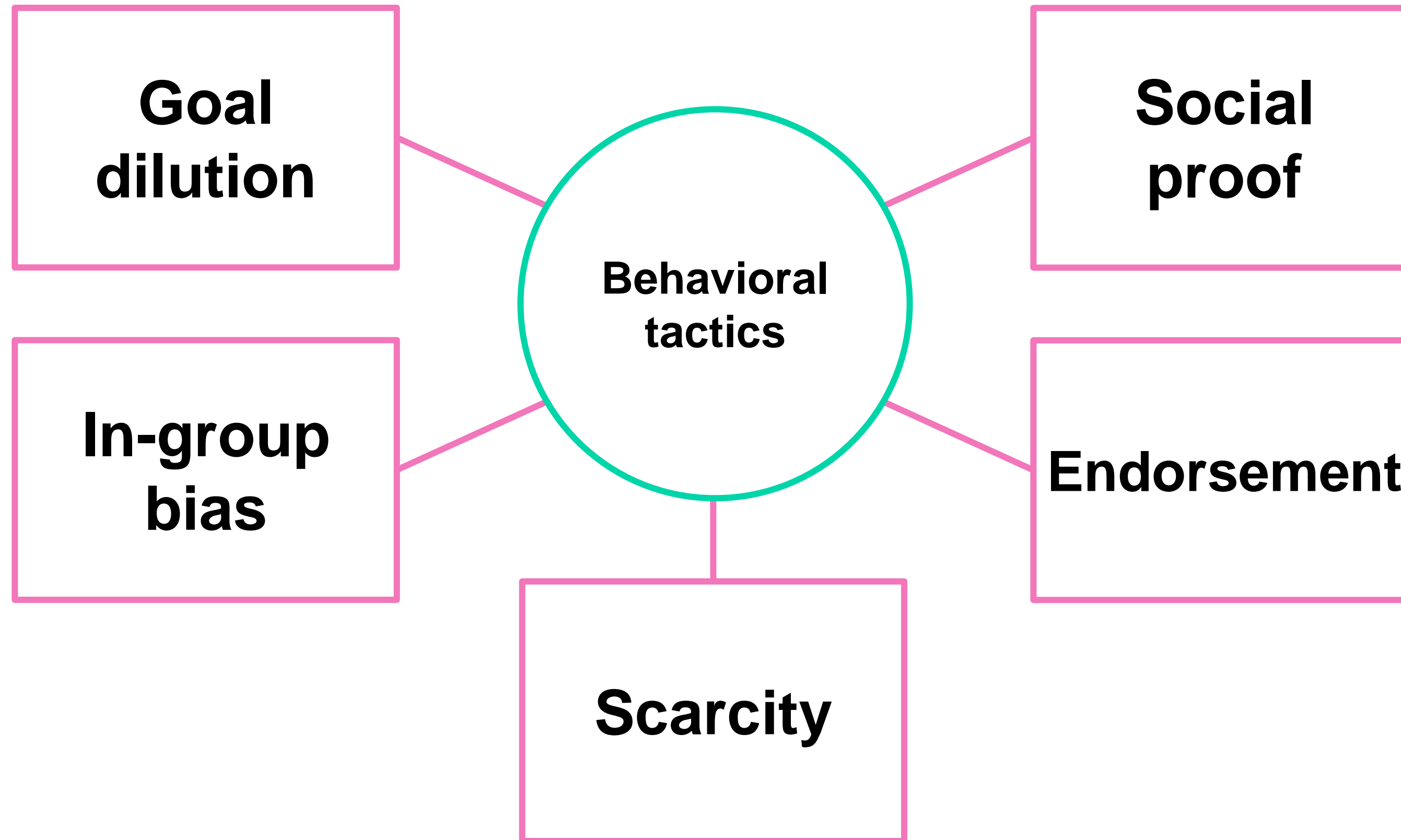


Promote content at the point of interest

Form partnerships

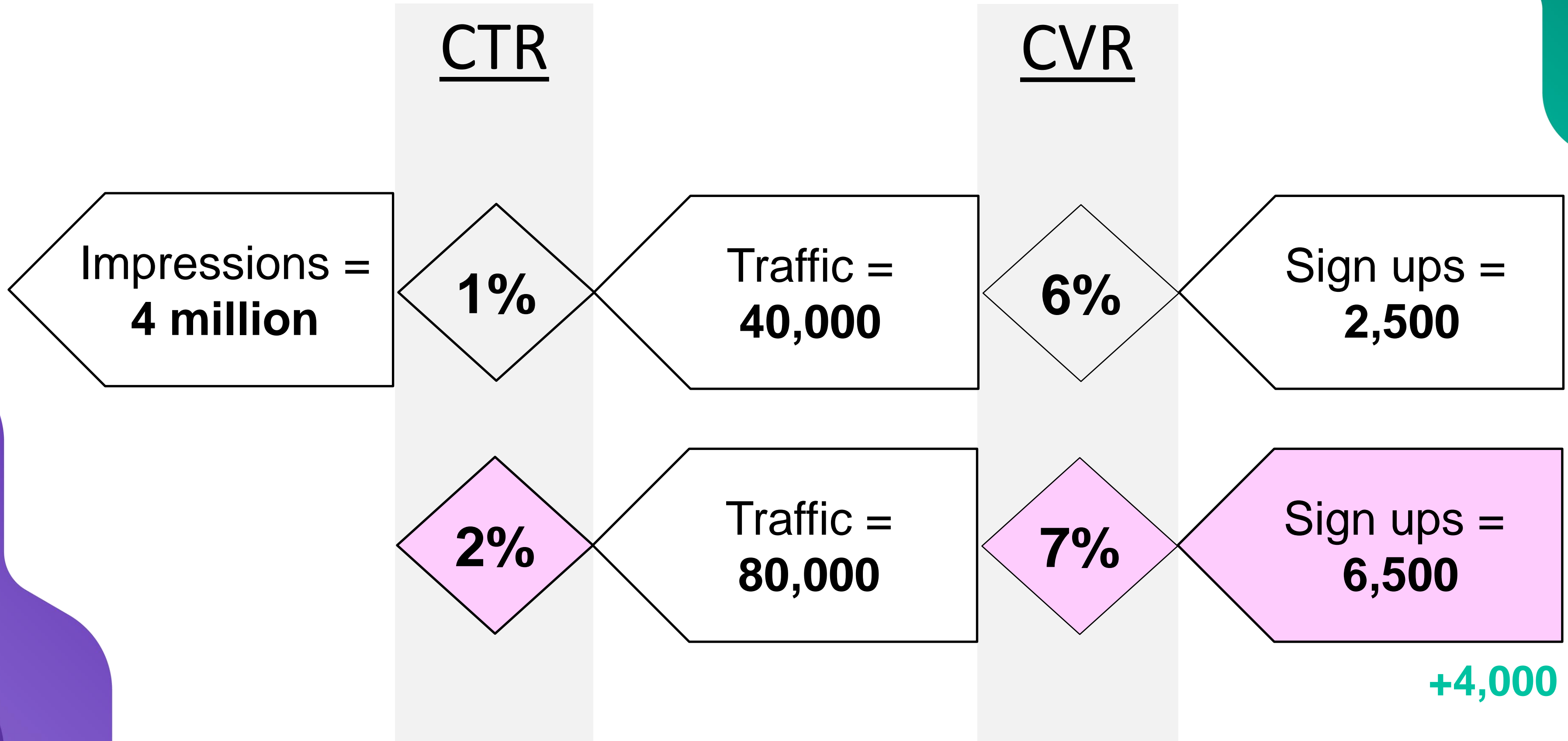
Goal. To create a more engaged and active audience.





Goal. To grow the number of sign ups to our mailing list.





Part 2: Recap



A good strategy:

- Guides you towards your destination
- Aligns with the vision, mission and values
- Understand the potential challenges ahead
- Leverages an organisations strengths
- Has clear actions that keep you on track
- Is coherent throughout an organisation

A bad strategy:

- Does not have a clear outcome
- Mistakes goals for plans
- Has not identified the challenges
- Does not leverage your capabilities
- Is unrealistic and untimely
- Wastes time, energy and resources

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