



DIGITAL TRANSFORMATION SERIES

Communication and Sales Channels

Agenda

5 Minutes	Part One: Course Overview
20 minutes	Part Two: Customer Journey Mapping
15 minutes	Part Three: Digital Marketing and Advertising
15 Minutes	Part Four: Social Media Engagement
5 Minutes	Workshop Wrap-Up

Part One: Course Overview

This course will introduce the concept of a customer journey map, give an overview of digital marketing, and discuss social media practices for businesses.



Part One: Course Overview

Learning Objectives



Understand the concept of a customer journey map and be able to create a basic one



Name some types of digital marketing



List best practices for businesses using social media to engage with customers

Part Two:

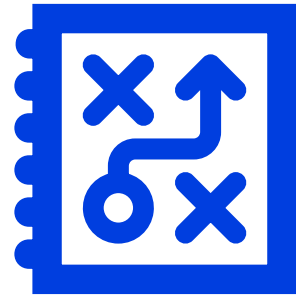
Customer Journey Mapping

This session explains what a customer journey map is, and how it can help a business.

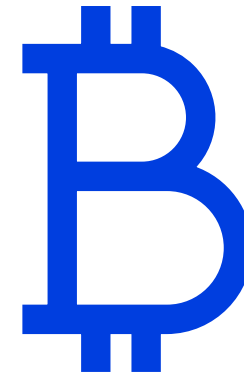


Part Two: Customer Journey Mapping

Understanding the Customer Journey in the Digital Age



A company's digital transformation starts with identifying priorities, and one way to begin that process is to map out the customer journey.

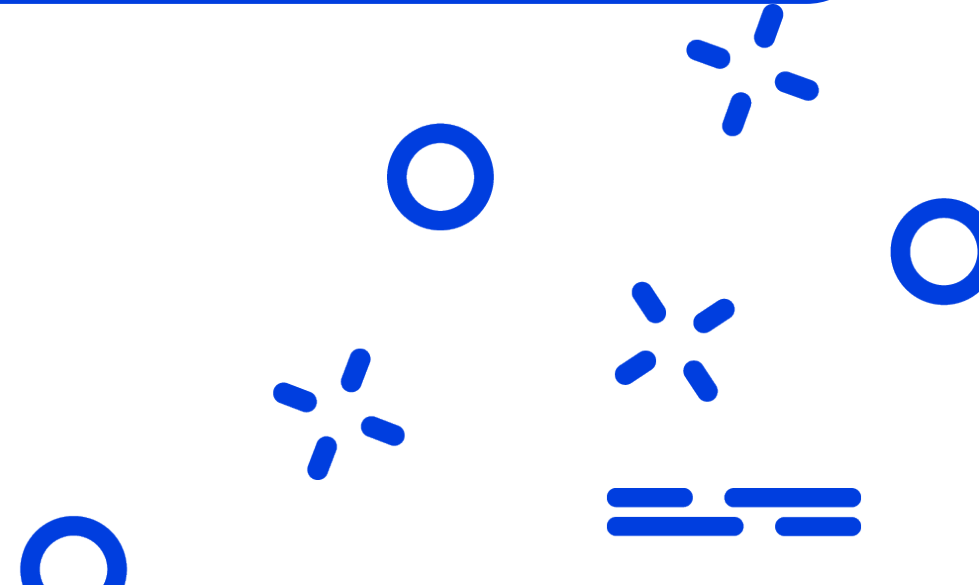


Once a business can identify what its customers and stakeholders want and need, it can set its own goals and see where digital products and processes can be added to reach the destination.

Part Two: Customer Journey Mapping

Understanding the Customer Journey in the Digital Age

A customer journey map explores every interaction a customer, employee, or stakeholder has with a product, service, or retail experience.



Part Two: Customer Journey Mapping

Understanding the Customer Journey in the Digital Age



The map can assist companies in understanding how their customers make decisions.



It reveals the types of information, sources, emotions and other factors that can influence them and their choices.



One of the benefits of mapping out the journey is it gathers a deeper understanding of what the consumer is thinking and feeling at each touch point, allowing the business to address any issues that may arise.

Part Two: Customer Journey Mapping

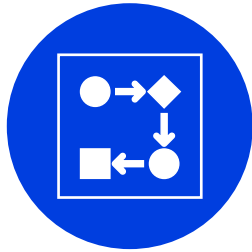
Understanding the Customer Journey in the Digital Age

Salesforce UK says the process of determining the journey helps SMEs make each interaction feel personal for the consumer, and that human-centric approach is something customers value.



Part Two: Customer Journey Mapping

Identifying Touch Points Throughout the Customer Journey



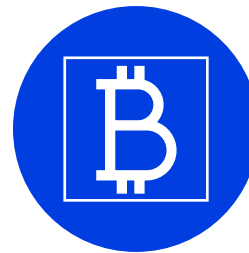
What actions are customers taking at each step?



What are their motivations to keep moving forward?



What questions do they have, and what is holding them back?



What are the barriers (cost, process, etc.)?

Part Two: Customer Journey Mapping

Identifying Touch Points Throughout the Customer Journey



Awareness



Consideration



Purchase



Experience



Loyalty

Part Two: Customer Journey Mapping

Identifying Touch Points Throughout the Customer Journey


Qualtrics starts the journey mapping process by looking at the “online sales funnel,” which is the process during which a potential customer becomes an actual purchaser.

Use this as a guideline to define how many touchpoints your customers have, and how each interaction funnels into the next.

Part Two: Customer Journey Mapping

Identifying Touch Points Throughout the Customer Journey

Walk through the entire process of engaging with a business' product or service while playing the role of a customer – from the initial contact to the end stage of making the purchase.



Include all touch points on the journey and consider how to personalize them.



Create different consumer personas with various demographics to explore how each customer interacts with the business.



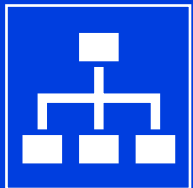
There is software that can do all of this.

Part Two: Customer Journey Mapping

Identifying Touch Points Throughout the Customer Journey



AI-enabled software will flag any touchpoint where customers are struggling and highlight any places where they drop out. Not only can you jump in and fix the problems, you can also measure the impact that improving the customer experience at those points has on the company's bottom line.



As with many digital processes, buy-in from the team, especially management, is going to play a role in its effectiveness. Maps should be updated often.

Part Two: Customer Journey Mapping

Mapping the Customer Journey: Example

Seeing an advertisement on social media about a sale on electronics.

Clicking on that advertisement, and scrolling through the options.

Adding headphones to their cart, but not completing the purchase.

Receiving an automated email regarding the item they left behind, and an offer for an additional discount.

Clicking on that email, and following through on the purchase.

Receiving an email that the order has shipped (with tracking information).

The product arrives and they test it out.

They leave a positive review.

The company responds, and offers a small discount for their next purchase.

Loyalty is established, which leads to another purchase for the business in the future.

Part Two: Customer Journey Mapping

Mapping the Customer Journey

Consider a recent significant purchase they made, and to map out their journey, to the best of your memory, from start to finish.



Part Three:

Digital Marketing and Advertising

In this session, some of the types of digital marketing and things to consider when creating a digital marketing strategy will be discussed.



Part Three: Digital Marketing and Advertising

Digital Marketing Overview



Search engine
optimization
(SEO)



Social media



Digital
advertising



Email



Pay-per-click

Part Three: Digital Marketing and Advertising

Digital Marketing Overview

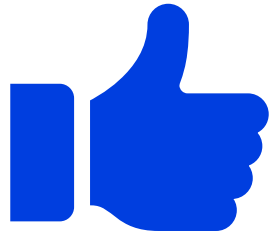
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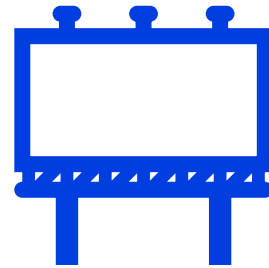
Earned

Part Three: Digital Marketing and Advertising

Digital Marketing Overview



It is important for businesses to engage with customers on their terms, while making it clear to the customer that you are listening and value them.



A company's digital marketing strategy should consider who their customer is, and how to reach them. It should be built around the business' goals.



Businesses can use digital tools to help find that target audience

Part Three: Digital Marketing and Advertising

Digital Marketing Overview



As technology advances, artificial intelligence and machine learning are now being leveraged to understand what target audiences are doing online and how to turn their behaviors into insights that deploy messaging on sites ‘where they are.’



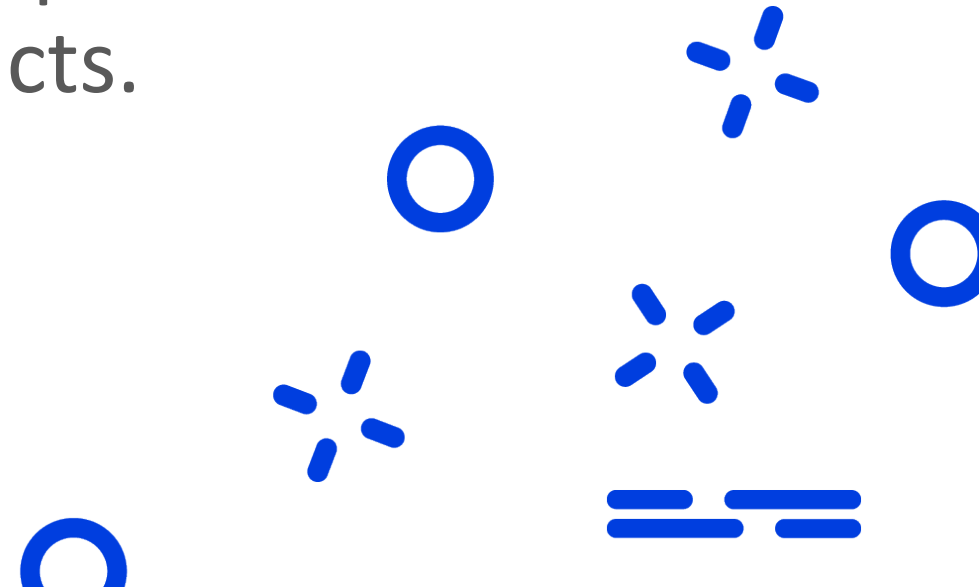
Such technology takes the guesswork out of choosing a social platform that your target audience is using and determining which websites they’re visiting

Part Three: Digital Marketing and Advertising

Case Study: Dulux

Most products and services can be marketed in a digital format. Consider the case study offered in Understanding Digital Marketing for Dulux. The paint company enlisted the help of a design agency to create an app that would increase engagement with their products.

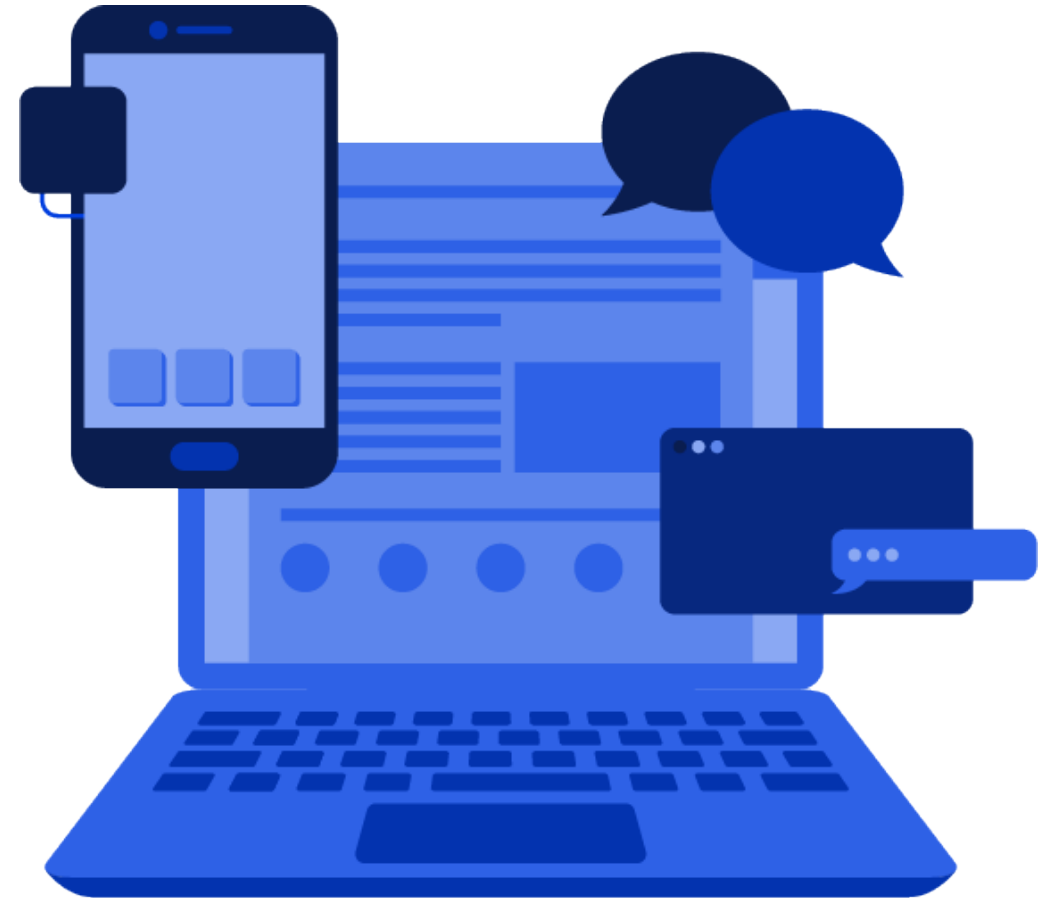
What did the company do right?



Part Four:

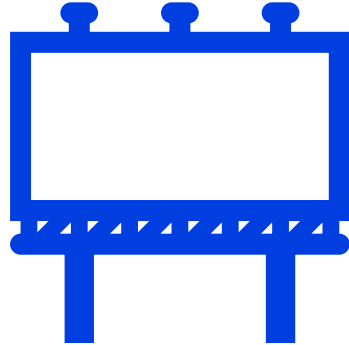
Social Media Engagement

In this section, how to develop a solid plan for social media content will be considered, as well as discussing what engagement looks like beyond that initial purchase.

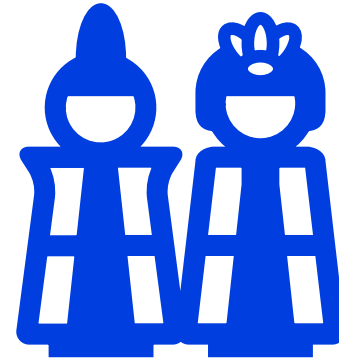


Part Four: Social Media Engagement

Developing a Social Media Content Strategy



As with any marketing strategy, a plan for social media engagement should keep the consumer at the forefront.



Figuring out the best platforms to use to reach customers is dependent on who the target customer is, and the business.

Part Four: Social Media Engagement

Developing a Social Media Content Strategy

Facebook

Instagram

Twitter

TikTok

YouTube

LinkedIn

Part Four: Social Media Engagement

Developing a Social Media Content Strategy



When you incorporate an effective social media presence into your small business marketing plan, you can reach customers and prospects where they are.



When considering what kind of content to include, it may be helpful to look at competitors.



After creating a plan, businesses should post regularly without overdoing it, in order to avoid irritating the customer.

Part Four: Social Media Engagement

Developing a Social Media Content Strategy

Live video, contests/giveaways, and collaborations with influencers and other businesses are great ways to encourage engagement and drive traffic.

Know the customers, and pay attention to analytics for demographic information and online behavior.

Stay on top of trends, and pay attention to current events.

Listen to your audience and find ways to relate to them without looking like you're trying too hard.

Don't be afraid to show a little personality.

Part Four: Social Media Engagement

Monitoring and Managing Online Reputation and Customer Feedback



Using social media can be an important tool for gathering customer feedback and responding to it.



According to research more than three quarters of customers expect to hear back from a brand within 24 hours after reaching out about an issue.



Responding to positive reviews can be a helpful practice for showing a customer that taking the time to post is appreciated, as well as making it clear to others that the business is listening and engaging.

Part Four: Social Media Engagement

Monitoring and Managing Online Reputation and Customer Feedback



How a business reacts to negative reviews and issues can have a big impact on public perception of them also. Rarely does ignoring a problem make it go away.



It is not uncommon to see consumers post publicly about poor customer service experiences when a business fails to respond to an issue in a timely manner.



Depending on how much reach that customer has, or where they post, a negative post can hurt a business beyond losing one angry follower.

Part Four: Social Media Engagement

Case Study: Pastry Passions

Jamaican bakery Pastry Passions is an example of a Caribbean business effectively using social media to reach customers. The bakery has a significant reach on Instagram, with more than 20,000 followers, posting photos of custom cakes, consumer-created content, reviews, and behind-the-scenes videos.

What has been done well? Why is it impactful? What opportunities are there for more social media engagement?

