

November 2020



DIGITAL IN 2020 AND BEYOND

The Digital Landscape

THE CURRENT CLIMATE

The devastating impact of COVID-19, and the resulting lockdown, has undoubtedly acted as a catalyst: speeding up consumers digital adoption and introducing new trends at a rate few could have predicted.

TECH-SAVVY CONSUMERS

More than 4.5 billion people were using the internet at the start of 2020.

CONNECTED CONSUMERS

More than half of the world's total population (3.8 billion) use social media.

Why go digital?

THE 5 STAGES OF TRAVEL

There are five key stages of travel: It's important for businesses to target their audience at each one of these stages to maximise your reach. A recent study has found that even with the current pandemic, travellers are still actively seeking out travel content.

85% OF TRAVELLERS USE THE INTERNET TO PLAN THEIR TRIP

Presentations are communication tools that can be used as demonstrations.

THE INTERNET IS THE LEADING SOURCE PROMPTING TRAVELLERS TO BOOK

It is vital that your website is user friendly and optimised for easy navigation.



Is traditional advertising dead?



Absolutely not, some forms of traditional marketing are still relevant to today's digital savvy consumers. but it must evolve and integrate with digital practices.

Plan for Success

Be clear on your objectives

All marketing decisions and actions should bring you that step closer to achieving your objectives.

Set KPI's and measure against these. This will help demonstrate what's working and what's not.



3 Main Steps for Digital Success

- **Analytics**
- **Content**
- **Engagement**



Analytics

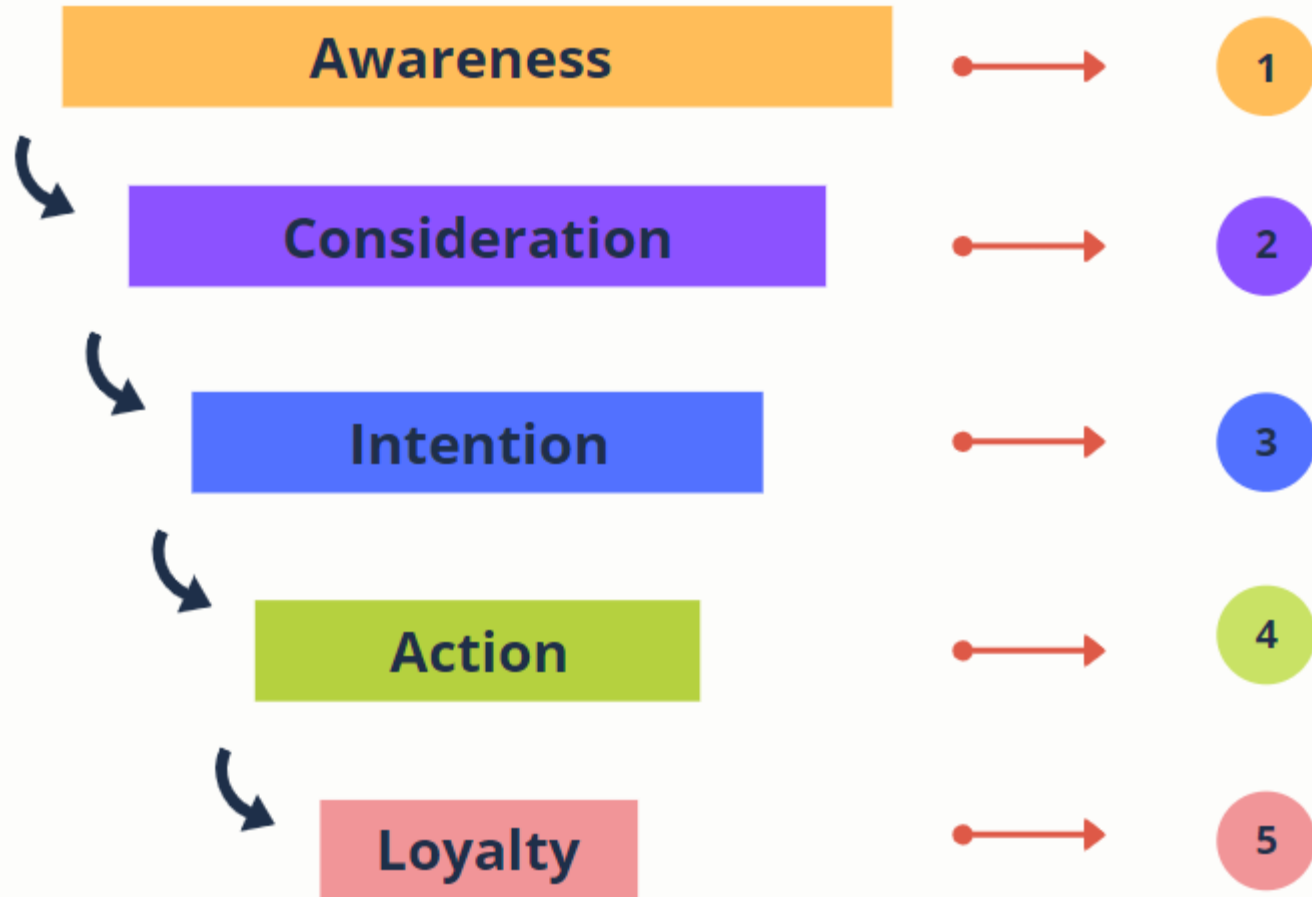
Analytics are the cornerstone of digital marketing success

Analytics have come a long way in recent years, gone are the days when a rise in social media followers could be counted as success.

Businesses now have access to endless amounts of data, but which should you be focussing on?



The Marketing Funnel



Tactics

1 Blog Articles, PPC, Videos, Social Media, Affiliates

2 Targeted Ads, Email Campaigns, Competitions, Tailored Content

3 Emails, Video, Incentives, Reviews/testimonials

4 Re-targeting, Live Chats, Incentives, Word of Mouth

5 Engagement, Positive Experience



THE TOP AND MIDDLE OF THE FUNNEL ARE JUST AS IMPORTANT AS THOSE COVETED BOTTOM OF THE FUNNEL METRICS

Having too small a number at the bottom of the funnel may be because you didn't focus on the top of the funnel. The solution is to create campaigns that aim to increase awareness.

Or if top of the funnel metrics look good but bottom of the funnel metrics are still low, then you may be failing to enter the consumers consideration set. You then need to look at how you can move the consumer down the funnel.

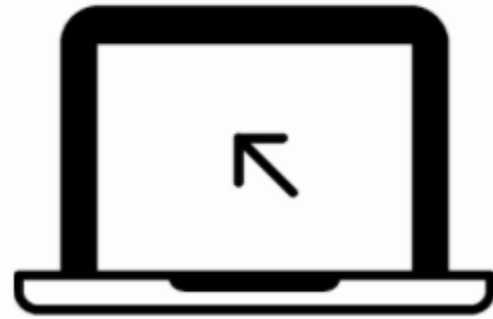
Content

The customer's experience starts with the first click. But how do you ensure consumers are clicking on your website in the first place?

Content marketing plays a big part in digital marketing success. Google made sure of that.

Content is now the main driver determining your ranking on search engine results pages.





**91% OF ALL CLICKS ON GOOGLE WERE
ON FIRST PAGE RESULTS**

WORLDWIDE IN 2019



Content is King

Developing high-quality consistent content brings you that step closer to digital marketing success by helping you rank higher.

Quality content doesn't mean just well-written or artfully produced. It means information that is first and foremost of real value to your target customer.

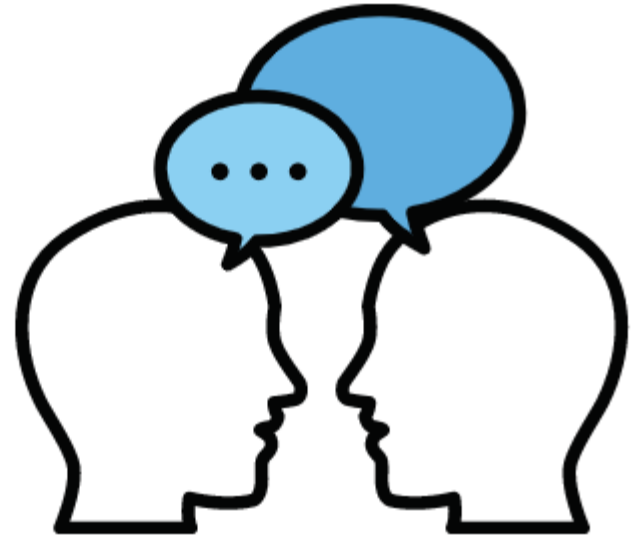
Great content also builds your reputation as a trusted provider – which translates into more conversions. Which is why content marketing is important at all levels of the funnel.

Engagement

Engagement involves creating a community and then listening and responding to them with content that encourages them to promote your brand.

Engagement amplifies your message, enabling you to reach more people but, more important, engagement adds an element of trust to your communications. And, that's important for digital marketing success.

There are various ways to engage with your target audience, including targeted emails and newsletters. But perhaps the most effective way is through Social Media.



Social Media Marketing

Social media marketing is a key ingredient of your overall digital strategy.

Without this strategic direction you might find you are posting on social media platforms for the sake of posting.

Without understanding what your goals are, who your target audience is, and what they want, it'll be hard to achieve the results that trully matter on social media.



The Rule of Thirds Model



Share

1/3 of your posts should focus on sharing content or information that offers value



Engage

1/3 of your posts should aim to engage with your audience. This could be as simple as replying to comments or starting conversations



Promote

1/3 of your posts should focus on promoting your product/service.



**The best marketing
doesn't feel like marketing.**



Thank you