

# Stop wasting your time online

So many choices, so little time! Discover the pros & cons of the most popular digital channels used by growing businesses, and learn to choose & use the right channels to ensure your time online is rewarding and well-spent.

30/06/2020

# Stop wasting your time online

**“So many choices, so little time! Discover the pros & cons of the most popular digital channels used by growing businesses, and learn to choose & use the right channels to ensure your time online is rewarding and well-spent.”**

**Jo Cowper**

Communications Specialist

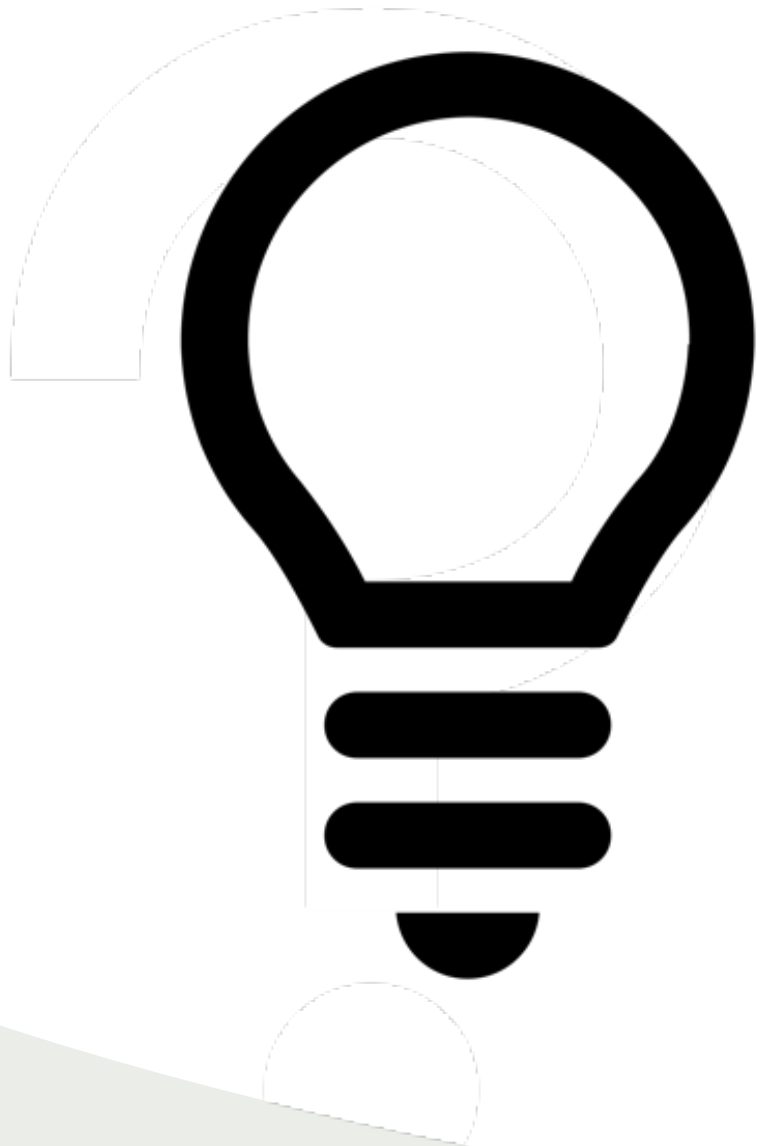
[www.sixdegreeseast.co.uk](http://www.sixdegreeseast.co.uk)



# Workshop agenda

Three parts; questions at the end

1. Digital Channels: The Basics
2. The Vital Statistics
3. The Right Channels for You
4. Your questions



# Part 1: Digital Channels: The Basics

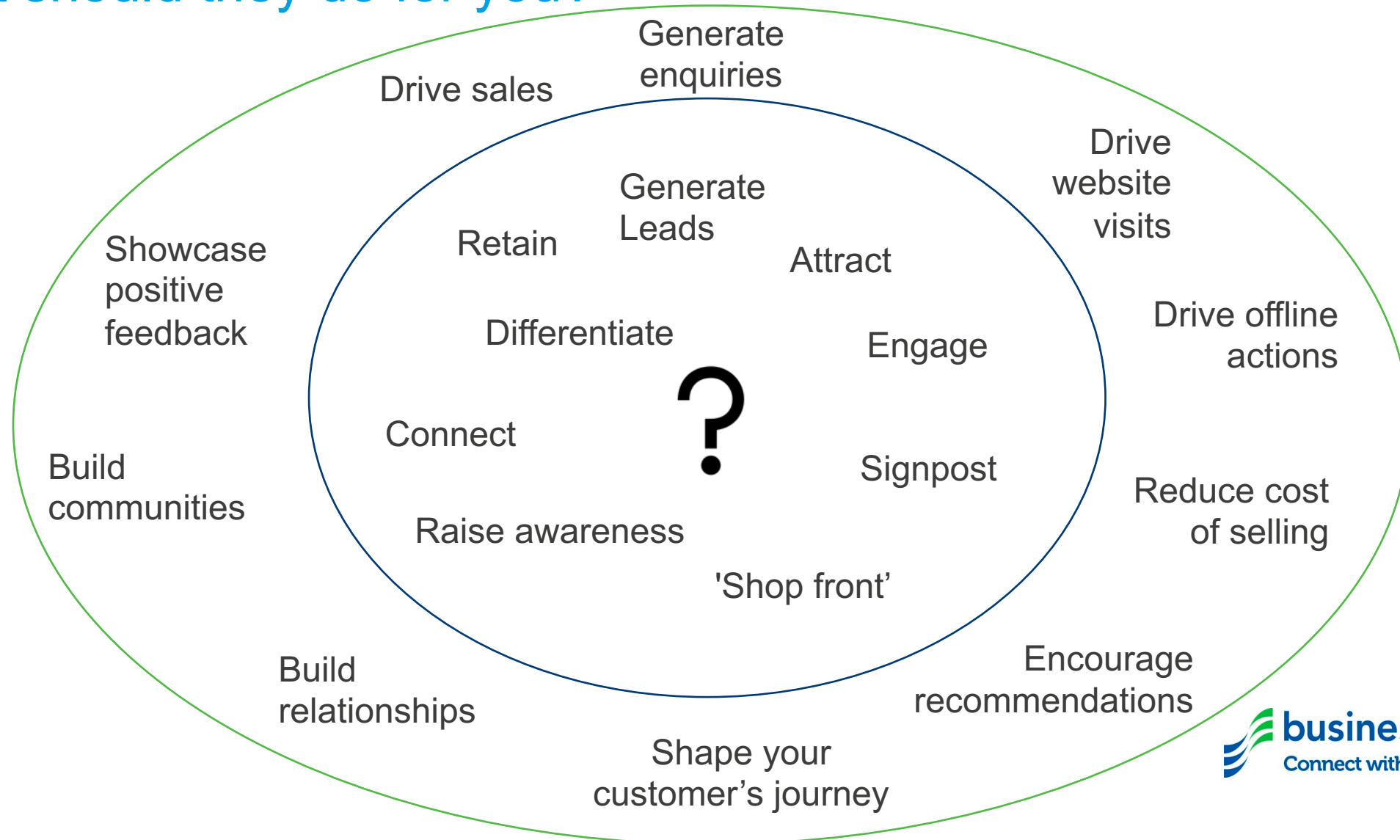
# Part 1: Digital Channels: The Basics

## Myths and misconceptions

- More channels = better
- It's enough to have a website
- Every business needs a Facebook page
- It doesn't really matter which channels you choose
- If you put your business online, people will find you
- Doing something is better than doing nothing
- Social media is a waste of time for businesses like mine
- Social media is like free advertising
- You never really know whether what you're doing is working
- Digital communications don't drive tangible results

# Part 1: Digital Channels: The Basics

What should they do for you?



# Part 1: Digital Channels: The Basics

## Four types of digital channel

	Owned	Earned	Paid for	Shared
Characteristics	<ul style="list-style-type: none"><li>• you own the channel</li><li>• you control the content</li><li>• you build the audience</li></ul>	<ul style="list-style-type: none"><li>• you don't own the channel</li><li>• ... nor control the content</li><li>• ... nor build the audience</li></ul>	<ul style="list-style-type: none"><li>• you don't own the channel</li><li>• you control the content</li><li>• you pay for the audience</li></ul>	<ul style="list-style-type: none"><li>• you don't own the channel</li><li>• you create some content</li><li>• you develop an audience</li></ul>
Examples	Your website	Reviews, Press articles, Free directories	Advertising, Advertorials, Paid directories	Social media, marketplaces
Function(s)	<ul style="list-style-type: none"><li>• Sentiment</li><li>• Action</li></ul>	<ul style="list-style-type: none"><li>• Reach</li><li>• Sentiment</li></ul>	<ul style="list-style-type: none"><li>• Reach</li></ul>	<ul style="list-style-type: none"><li>• Reach</li><li>• Sentiment</li><li>• Action</li></ul>

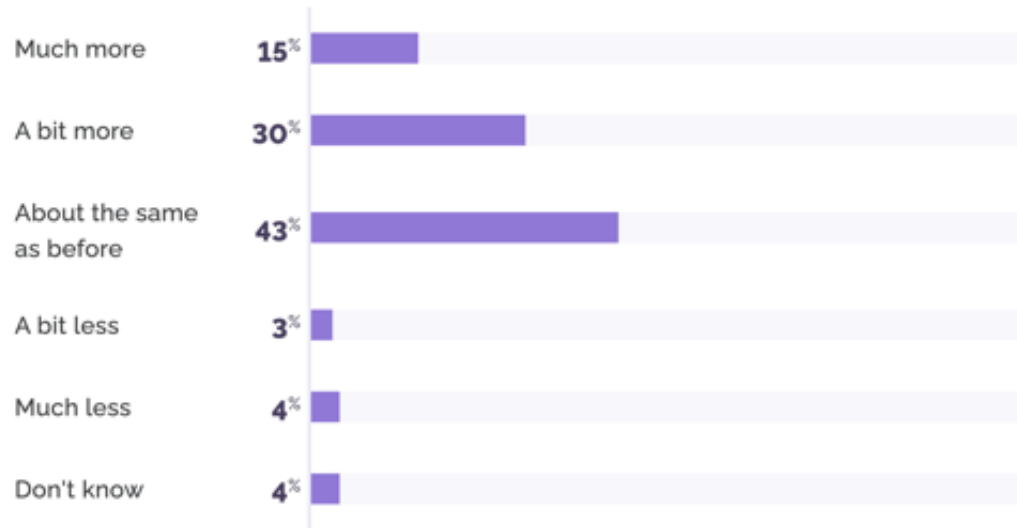
n.b. overlap is to be expected ...

# Part 1: Digital Channels: The Basics

## Who might you connect with online?

**Would you say you have used social media more or less since the lockdown began?**

All adults (2944 GB adults - Apr 24, 2020)



YouGov | What the world thinks

yougov.com

<https://yougov.co.uk/topics/health/survey-results/daily/2020/04/24/e94c6/3>

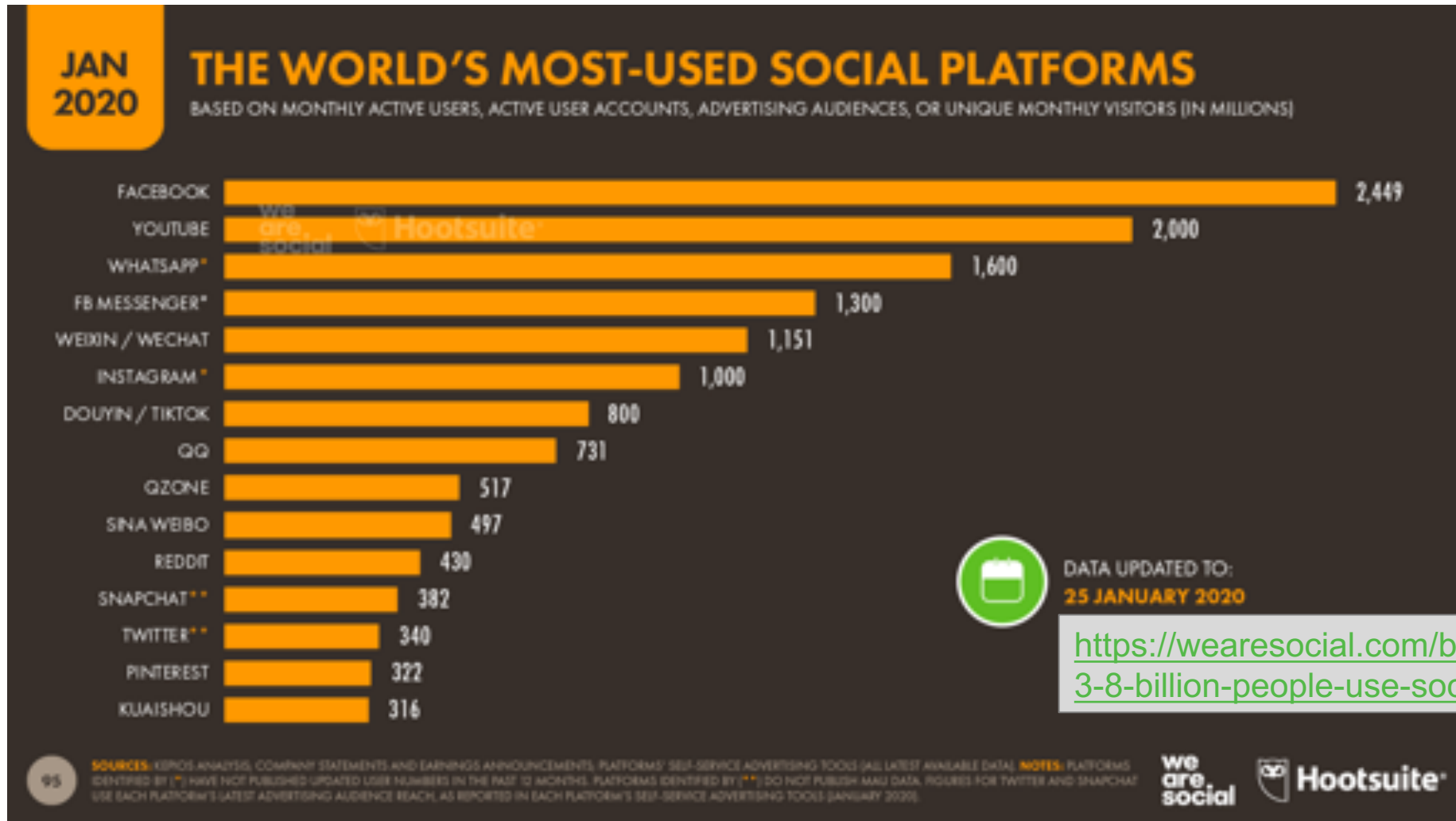




## Part 2: The Vital Statistics

# Part 2: The Vital Statistics

Where does the digital world hang out?



**“90% trust peers on social networks (even strangers); only 15–18% trust brands.”**  
**– Danny Brown**

# Part 2: The Vital Statistics

## 12 popular tools: the vital statistics

- **Social media**
  - Facebook
  - LinkedIn
  - Twitter
  - YouTube
  - Instagram
  - Pinterest
  - TikTok
- **Google My Business**
- **Your own website**
- **Your email newsletter**
- **Review & ratings sites**
- **Online marketplaces**

# Part 2: The Vital Statistics

## Facebook



**The world's best  
known, most-used  
social network**

**WHO'S THERE**  
Everybody!  
Going up: 65+  
Going down: teens  
74% of high earners

### Great for:

- ✓ Expanding reach in EVERY niche: think focus before scale
- ✓ Proving you're 'real' & active
- ✓ Networking within communities of interest or local communities
- ✓ Presenting your full brand offer
- ✓ Securing positive reviews
- ✓ Growing engagement
- ✓ Targeted & affordable advertising

# Part 2: The Vital Statistics

## LinkedIn



← The social network for  
people serious about  
their business or  
career

← **WHO'S THERE**

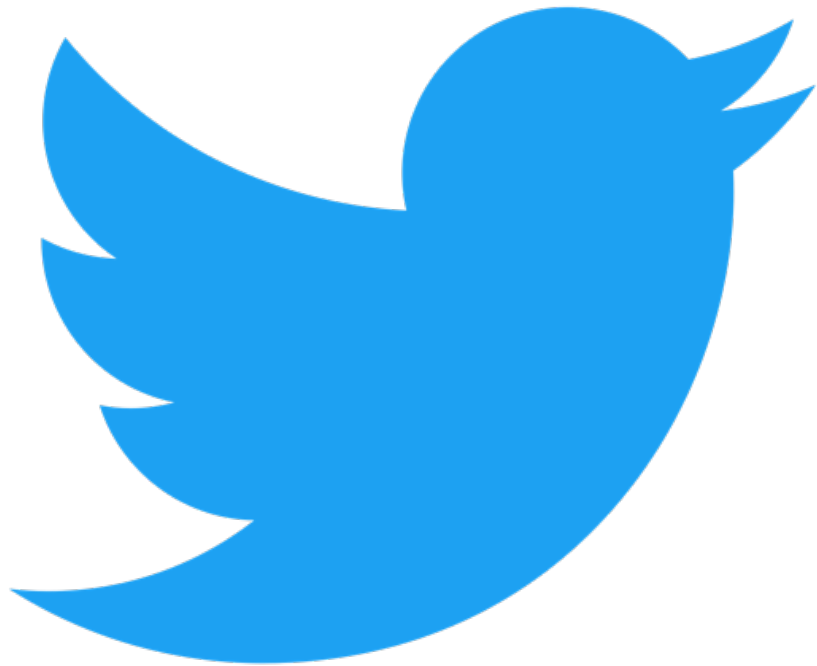
25 – 54 year olds  
310m **active** users/mo  
2 new users/second  
57% male

### Great for:

- ✓ B2B leads: 80% of social media leads are from LinkedIn; 50% of all traffic to B2B websites & blogs is from LinkedIn
- ✓ Connecting with high earners & decision makers
- ✓ Being discovered: LinkedIn 'matchmakes' business relationships
- ✓ Evidencing trust / quality of relationships
- ✓ Receiving recommendations
- ✓ Positioning as an opinion leader

# Part 2: The Vital Statistics

## Twitter



**Microblogging  
platform with a 280  
character limit**

### **WHO'S THERE**

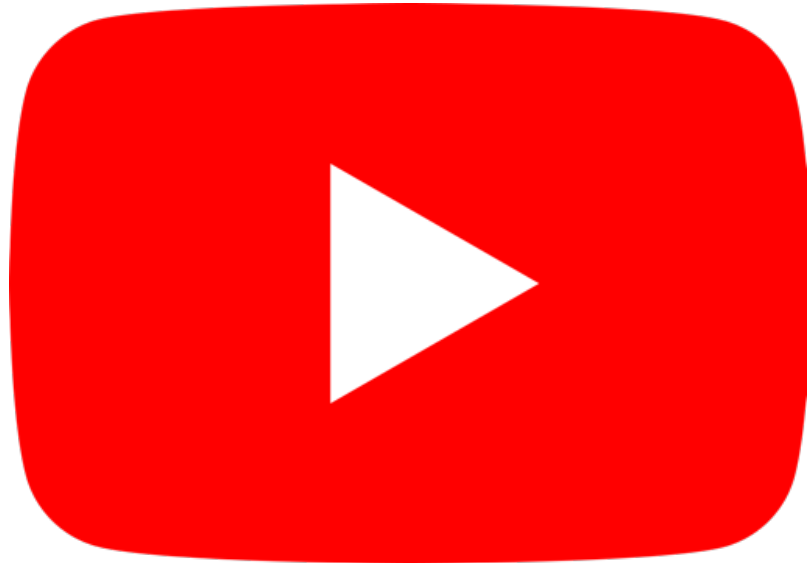
38% aged 18 – 29  
80% are affluent  
millennials  
Highly educated  
80% access via mobile

### **Great for:**

- ✓ Engaging with niche communities of shared interest: hobby or professional
- ✓ Market research & trend spotting
- ✓ Networking with experts
- ✓ Reaching out across geographical borders
- ✓ Sharing curated expert content
- ✓ Opening conversations

# Part 2: The Vital Statistics

## YouTube



← **The world's 2<sup>nd</sup> largest search engine**

← **WHO'S THERE**

95% of the global online population  
62% male  
Going up: 35+, 55+  
2/3 millennials prefer it to TV

### Great for:

- ✓ 'How To' advice of every kind
- ✓ Building character & differentiation
- ✓ Polished and 'raw' content
- ✓ Developing relationships with viewers
- ✓ Reaching niche markets in-platform
- ✓ Creating content to share elsewhere



# Part 2: The Vital Statistics

## Instagram



**A highly visual platform that yields great engagement**

### **WHO'S THERE**

22.9m UK users/mo  
52% female  
71% under 35

### **Great for:**

- ✓ Sharing the character, style & personality of your brand
- ✓ Developing/celebrating your aesthetic or visual identity
- ✓ Creating a 'shop front' to sell directly
- ✓ Driving engagement: 4x more interaction than FB
- ✓ Developing & celebrating ambassador/influencer relationships
- ✓ Sharing 'life as it happens'

# Part 2: The Vital Statistics

## Pinterest



A visual discovery platform to find & share ideas & 'pinspiration'

### WHO'S THERE

367m active users/mo & growing (26% in '19)  
Educated & affluent  
2/3 female  
48% are there to shop

### Great for:

- ✓ Expanding your reach & discoverability
- ✓ Driving sales via marketplace sites or elsewhere
- ✓ Researching new ideas & inspiration
- ✓ Turning your website visitors into your marketing team
- ✓ Curating & sharing your visual style
- ✓ Practical, 'how-to' content thrives on pinterest

# Part 2: The Vital Statistics

## TikTok



Short-form video sharing app: 'bite-size YouTube'

**WHO'S THERE**  
800m active users/mo  
... 500m in China  
"Status seekers"  
Most-downloaded app of 2020 (May stats)  
56% male  
70% under 25

### Great for:

- ✓ Earning an audience with outstanding content
- ✓ Sharing videos created in-app or elsewhere
- ✓ Participating in trends or challenges
- ✓ Demonstrating creativity to engage audiences
- ✓ Sharing entertaining and/or educational content
- ✓ Connecting with young people & influencers

# Part 2: The Vital Statistics

## Google My Business



A free tool from  
Google covering  
search & maps

### WHO'S THERE

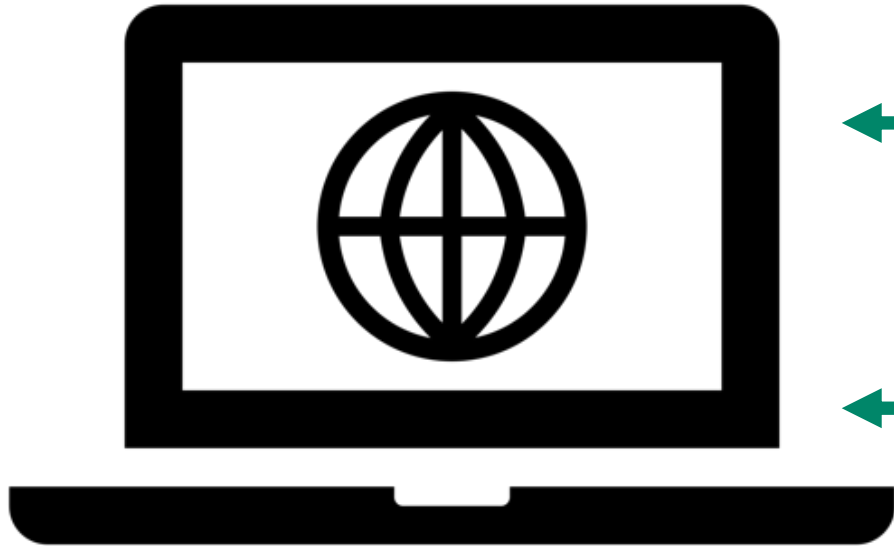
Everybody!  
 $\frac{3}{4}$  of internet users  
globally

### Great for:

- ✓ Local/regional profile gains, in return for a very small investment of time
- ✓ Standing out in Google search results
- ✓ Being found by those who are actively looking
- ✓ Showcasing positive reviews
- ✓ Driving action directly from Google
- ✓ Sharing events, news & offers directly from Google
- ✓ Gives back more when you put in more ...

# Part 2: The Vital Statistics

## Your own website



← Your 'bricks & mortar'  
on the web

← **WHO'S THERE**

Nobody!  
[Unless you bring  
them]

### Great for:

- ✓ Establishing & reinforcing your brand/differentiation
- ✓ Welcoming those who are already interested in you
- ✓ Driving user action
- ✓ Showing 'goodness of fit'
- ✓ A home for 'rich content'
- ✓ Showing off your offer in full

# Part 2: The Vital Statistics

## Your email newsletter



**Low cost, direct line  
to the people who  
care about your brand**

### **WHO'S THERE**

Nobody!  
[Unless you bring  
them]

### **Great for:**

- ✓ Keeping in touch with stakeholders
- ✓ Segmented communications
- ✓ Encouraging repeat business
- ✓ Driving action
- ✓ Testing interest levels
- ✓ On-boarding new connections
- ✓ Highlighting top content or offers

# Part 2: The Vital Statistics

## Review & ratings sites



tripadvisor®



Your online reputation

### WHO'S THERE

85 – 97% of customers  
read reviews before  
choosing a supplier

### Great for:

- ✓ Celebrating user trust
- ✓ Evidencing transparency
- ✓ Dealing with 'bad press'
- ✓ Standing out from the crowd
- ✓ Managing complaints
- ✓ Discoverability & reach

# Part 2: The Vital Statistics

## Online marketplaces

amazon

Etsy

airbnb

Direct access to  
qualified prospects

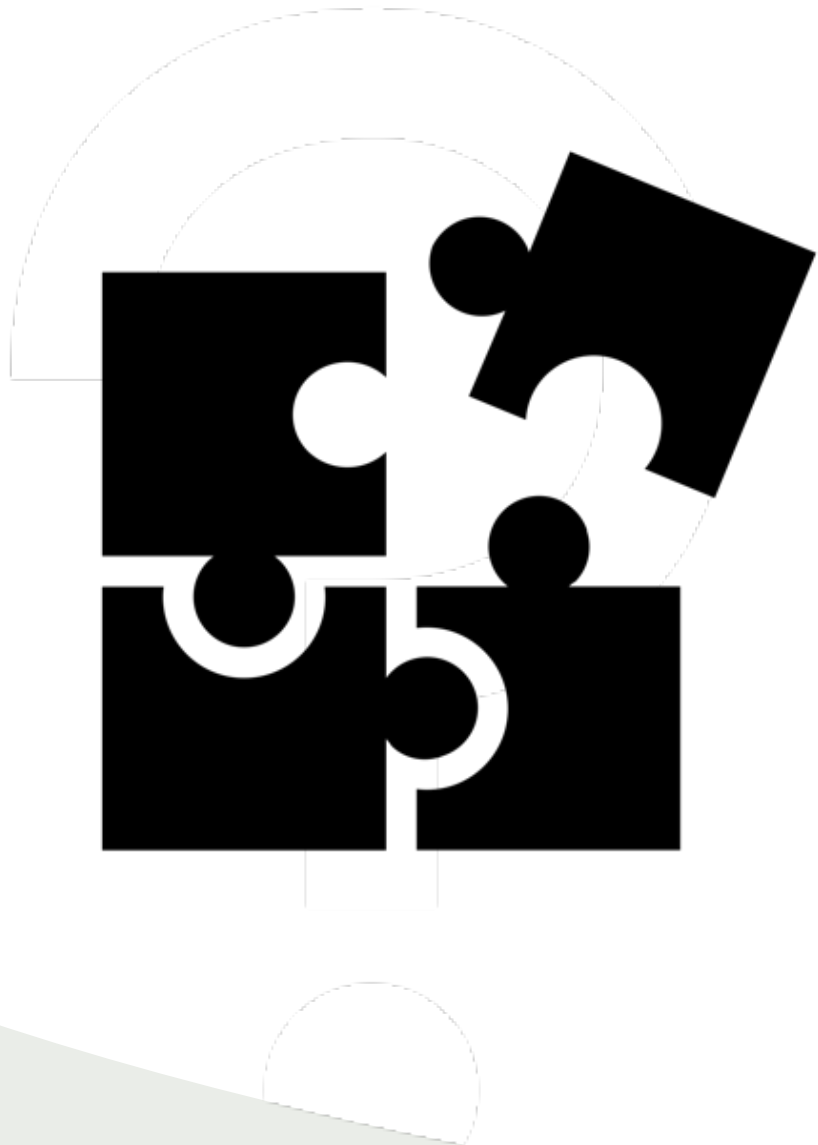
### WHO'S THERE

Everybody! But  
competition is fierce &  
the risk of invisibility is  
high

### Great for:

- ✓ 'Simple' ecommerce
- ✓ Reach
- ✓ Un-branded discovery
- ✓ Onboarding new customers
- ✓ Securing customer trust
- ✓ Reviews & ratings





## Part 3: The Right Channels for You

# Part 3: The Right Channels for You

What makes them right?



## Good reasons to choose:

- Your customers are comfortable there
- You can add value there
- You are confident there
- **Your business strengths are a good fit with the channels you use**



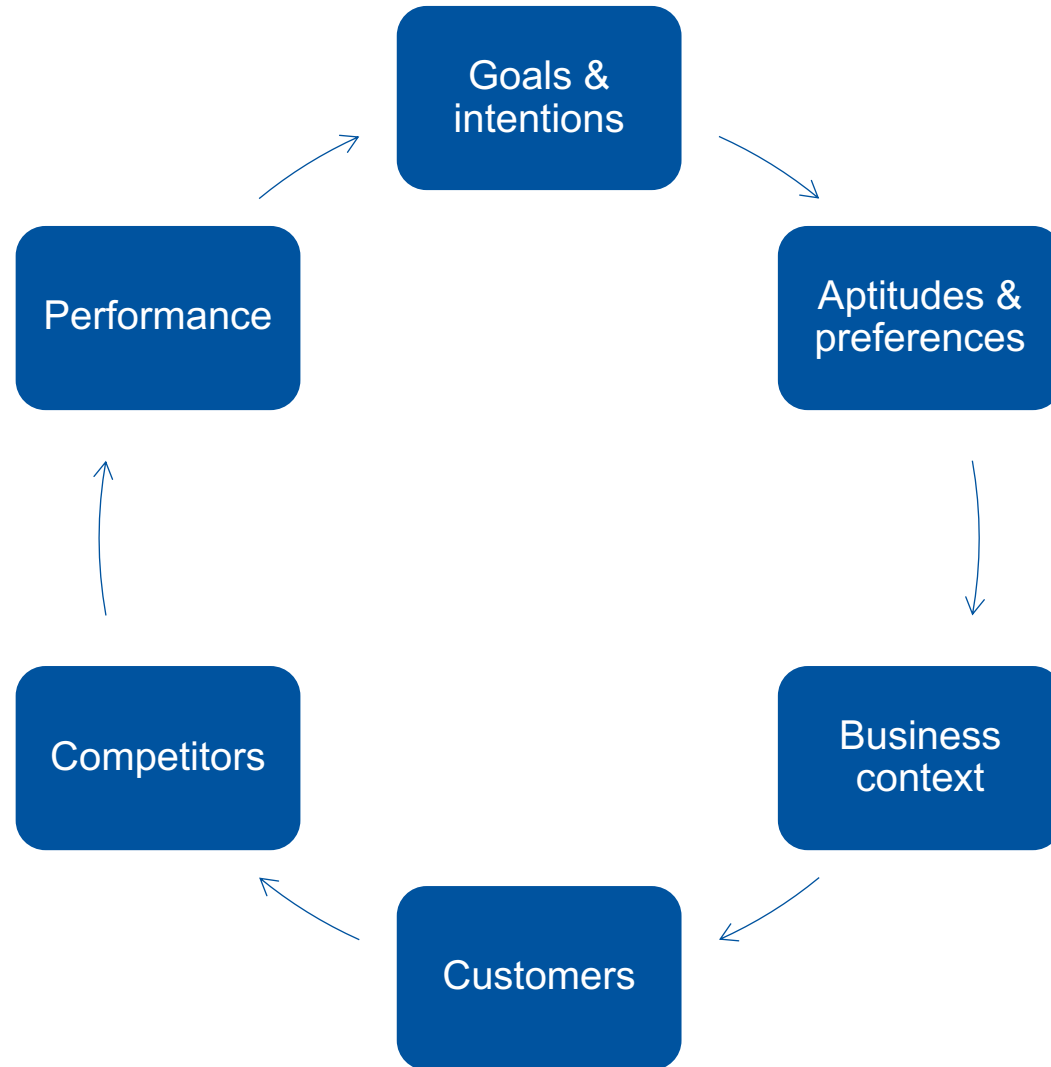
## Bad reasons to choose:

- Everyone else is doing it
- My niece/nephew/son-in-law/dad set it up for me
- I use [channel] all the time personally
- I just replicate the same content everywhere
- **Your business is at odds with the channels you choose**

**Less is more!**

# Part 3: The Right Channels for You

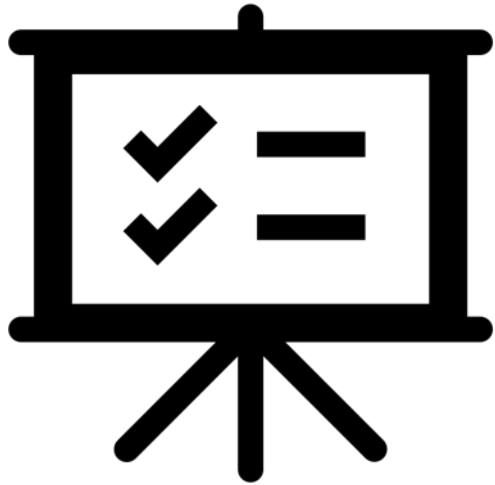
## 6 Questions to Find the 'Right' Channels for You



**“Content builds relationships. Relationships are built on trust. Trust drives revenue.”— Andrew Davis**

# Part 3: The Right Channels for You

## Goals & Intentions



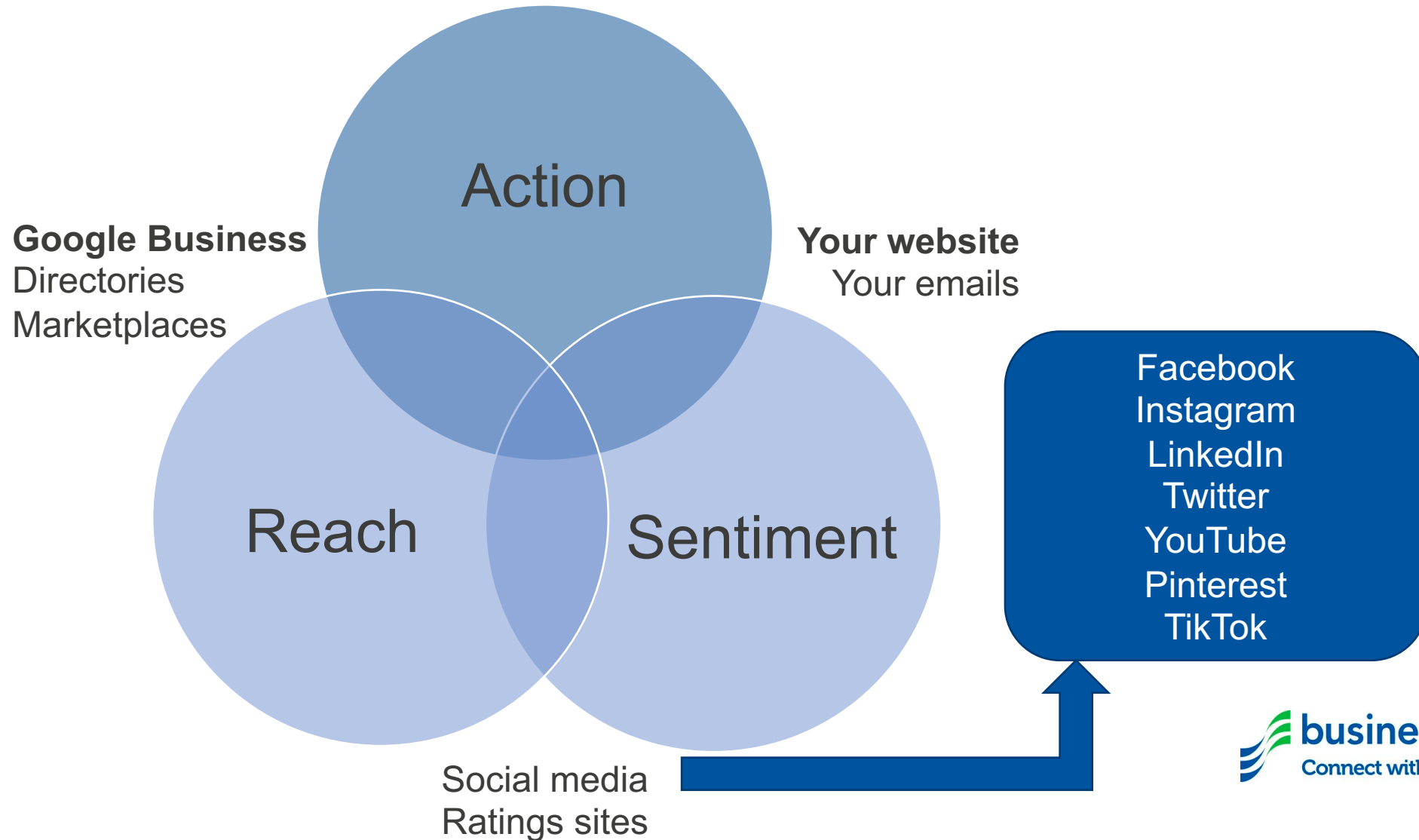
**What outcome are you looking for?**

- Do you want to grow an audience?
- Build a community?
- Develop your reputation?
- Build a brand?
- Or simply sell more stock/services?

**Write down your objectives & intention(s) in taking/ expanding your brand online. Sense-check your channel choices against it.**

# Part 3: The Right Channels for You

Goals & intentions: what channels match your needs?



# Part 3: The Right Channels for You

## Aptitudes & Preferences



**What will you, the content creator, do really well?**

- Be fair and realistic with yourself:
- What kind of creativity do you have?
- Where are you most confident in your abilities?
- What are you doing anyway?
- What interests you?

**The ‘perfect’ channel for your brand may not be perfect, if the experience of creating content is so uncomfortable that you won’t stick at it.**

# Part 3: The Right Channels for You

Aptitudes & Preferences: what channels might you exclude?



- Blogging
- Pinterest

I hate writing



- Facebook
- LinkedIn
- InstaStories

I can't maintain  
a real-time  
social presence



- Instagram
- Pinterest

I'm not a visual  
thinker



- Twitter

I'm not a trend-  
spotter



- TikTok
- YouTube
- Instagram

I prefer to  
create content  
off the cuff



- Any of the  
above

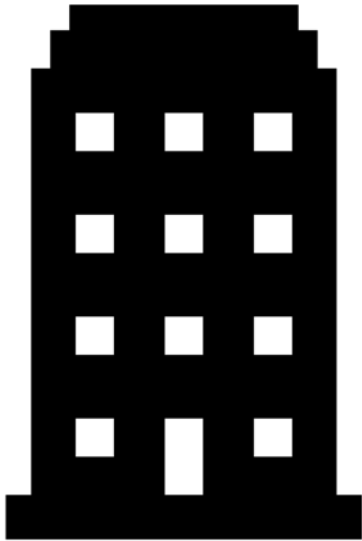
I really don't  
enjoy it





# Part 3: The Right Channels for You

## Business Context



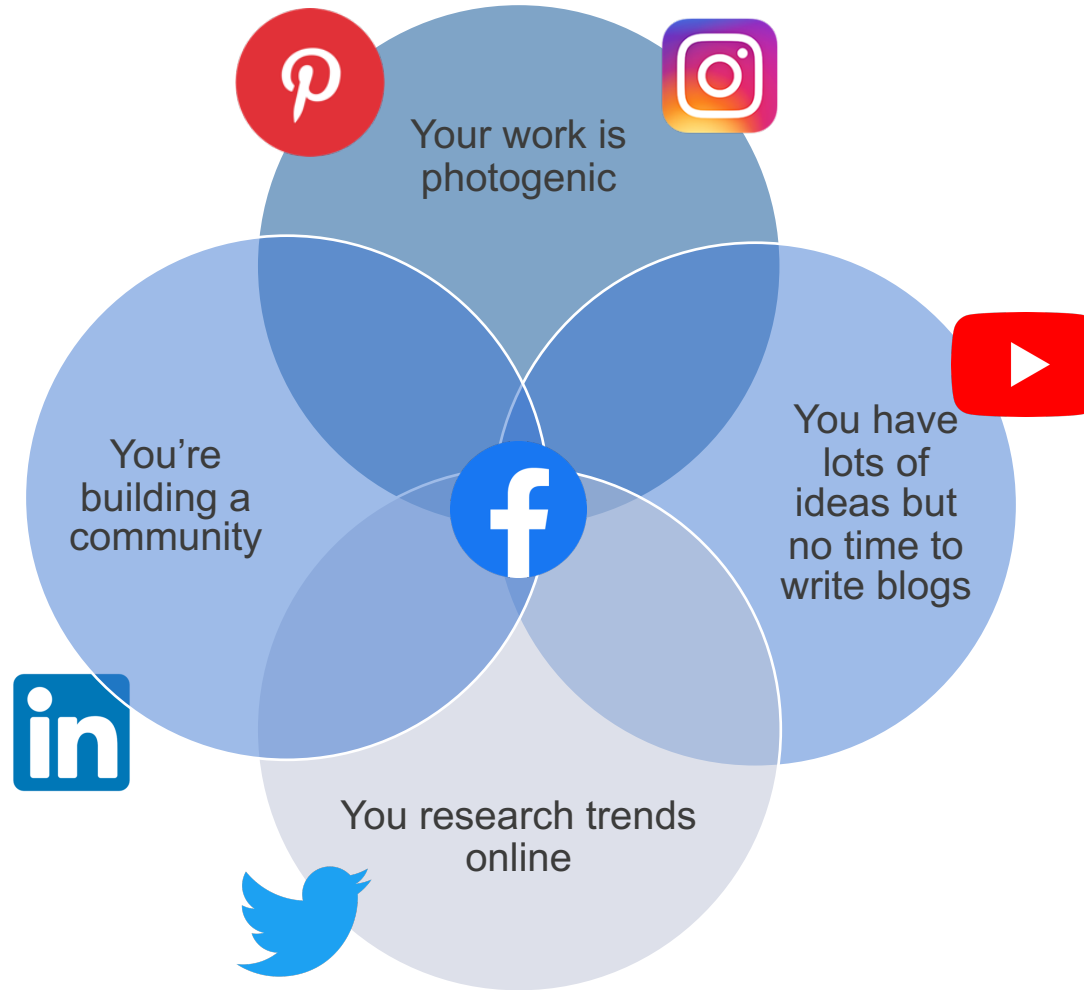
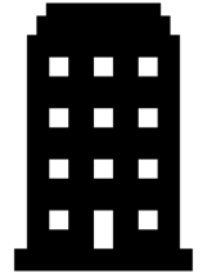
**What sort of content does (or could) your business naturally generate?**

- Project photography?
- Reviews & testimonials?
- Innovation, research & development?
- Staying on top of trends?
- Video tours?
- White papers?
- Connecting business or user communities?

**What content could you create without unduly disrupting your core workflow?**

# Part 3: The Right Channels for You

Business Context: what suits your workflow?



# Part 3: The Right Channels for You

## Customer Behaviours



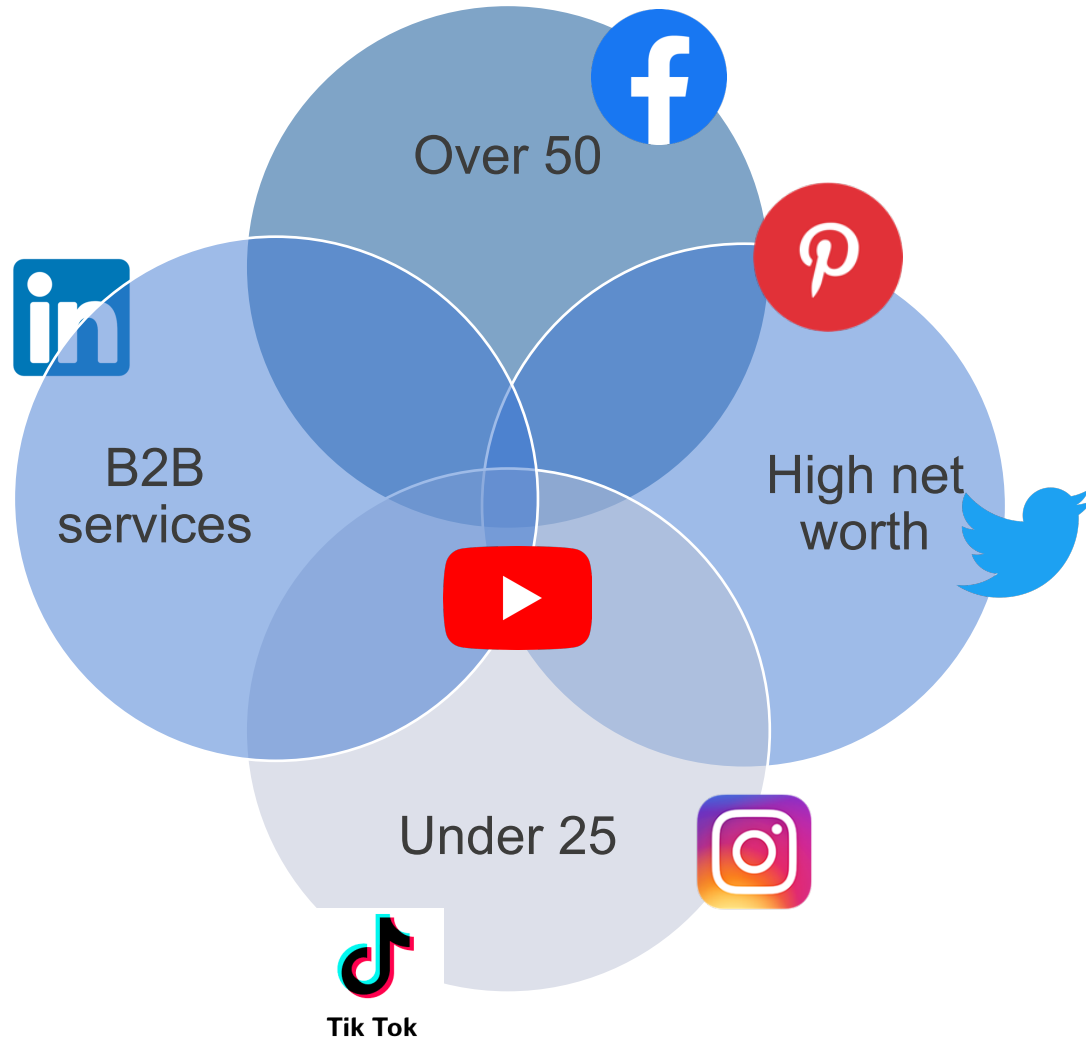
**Where are your target customers most active & receptive?**

- Which platforms are your customers likely to be using ...
- ... and what for?
- (Just because they're there, doesn't mean they're interested)
- Could you add positive value to their experience on these platforms?

**Build your Customer Profiles to put yourself in your customer's shoes: where are they already active & potentially receptive?**

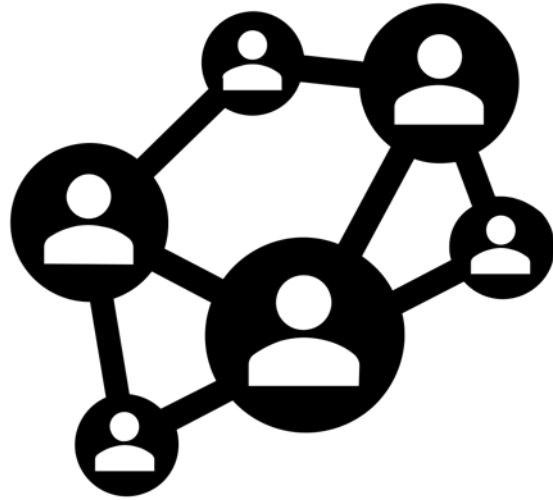
# Part 3: The Right Channels for You

Customer behaviours: where are your customers now?



# Part 3: The Right Channels for You

## Your Competitors



**Where are they connecting with YOUR customers?**

- Are there channels where ALL of your competitors are active?
- Is their activity effective? (think engagement)
- Are there opportunities to stand out?
- What channels are they not using?

**Compare your channel choice(s) to your competitors' activities: are there channels you should adopt (or avoid)?**

# Part 3: The Right Channels for You

## Your Competitors: what can you learn from them?



Where are your competitors wasting their time? Look for:

- Low engagement
- High activity
- Uninspiring content

**Could you do it better?**



And where are they seeing great results? Look for:

- High engagement
- Regular activity
- High levels of user interest
- Sector-relevance/global trends

**Could you do the same?**



# Part 3: The Right Channels for You

## Performance



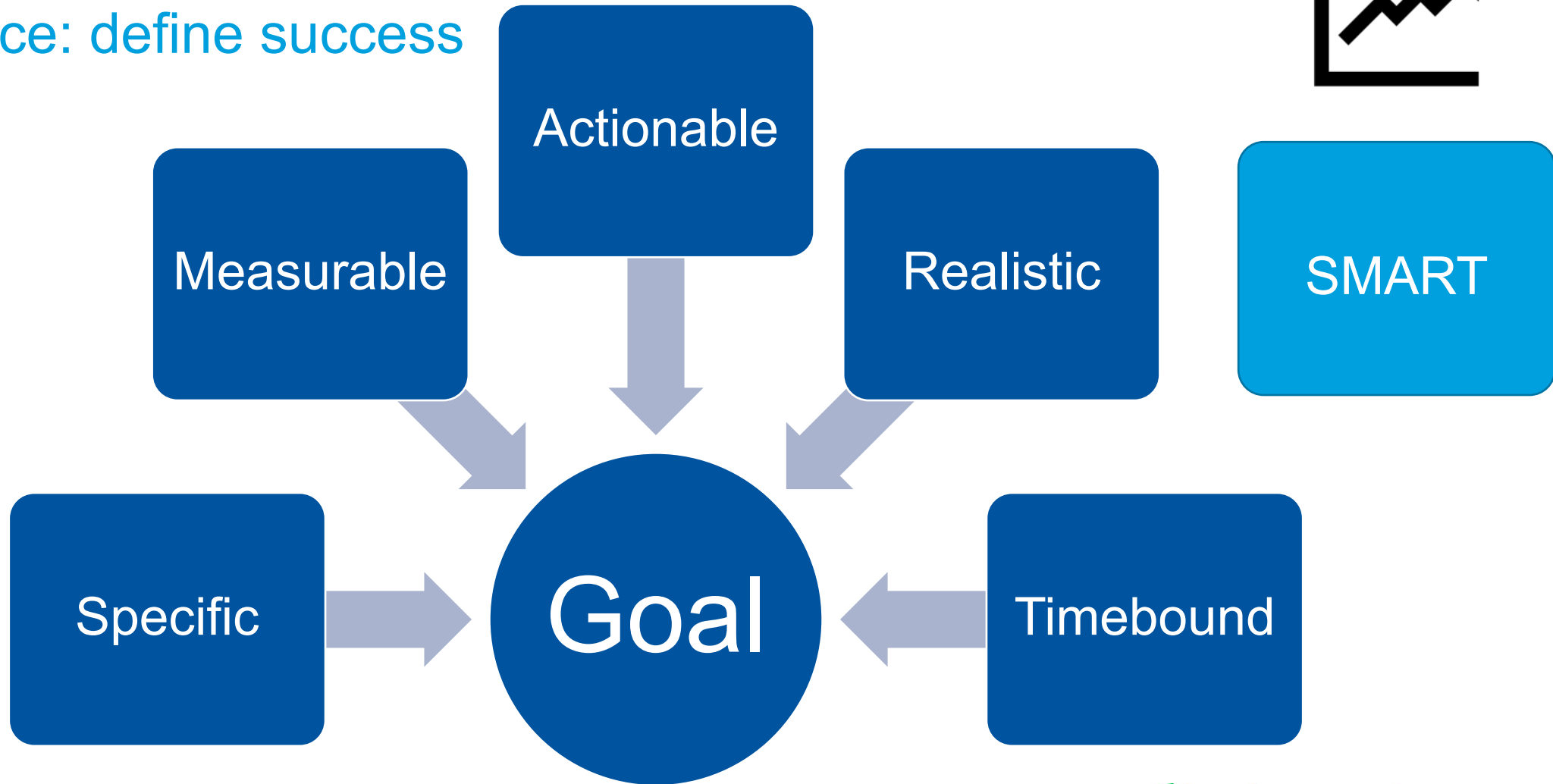
**All digital activity is measurable. Ask yourself:**

- Am I seeing real engagement ...
- From the right people ...
- That is commensurate with the time I'm committing to my activity?
- How can I adjust my future efforts?

**Use native platform insights, Google Analytics, customer feedback & sales data to regularly review your channel choice.**

# Part 3: The Right Channels for You

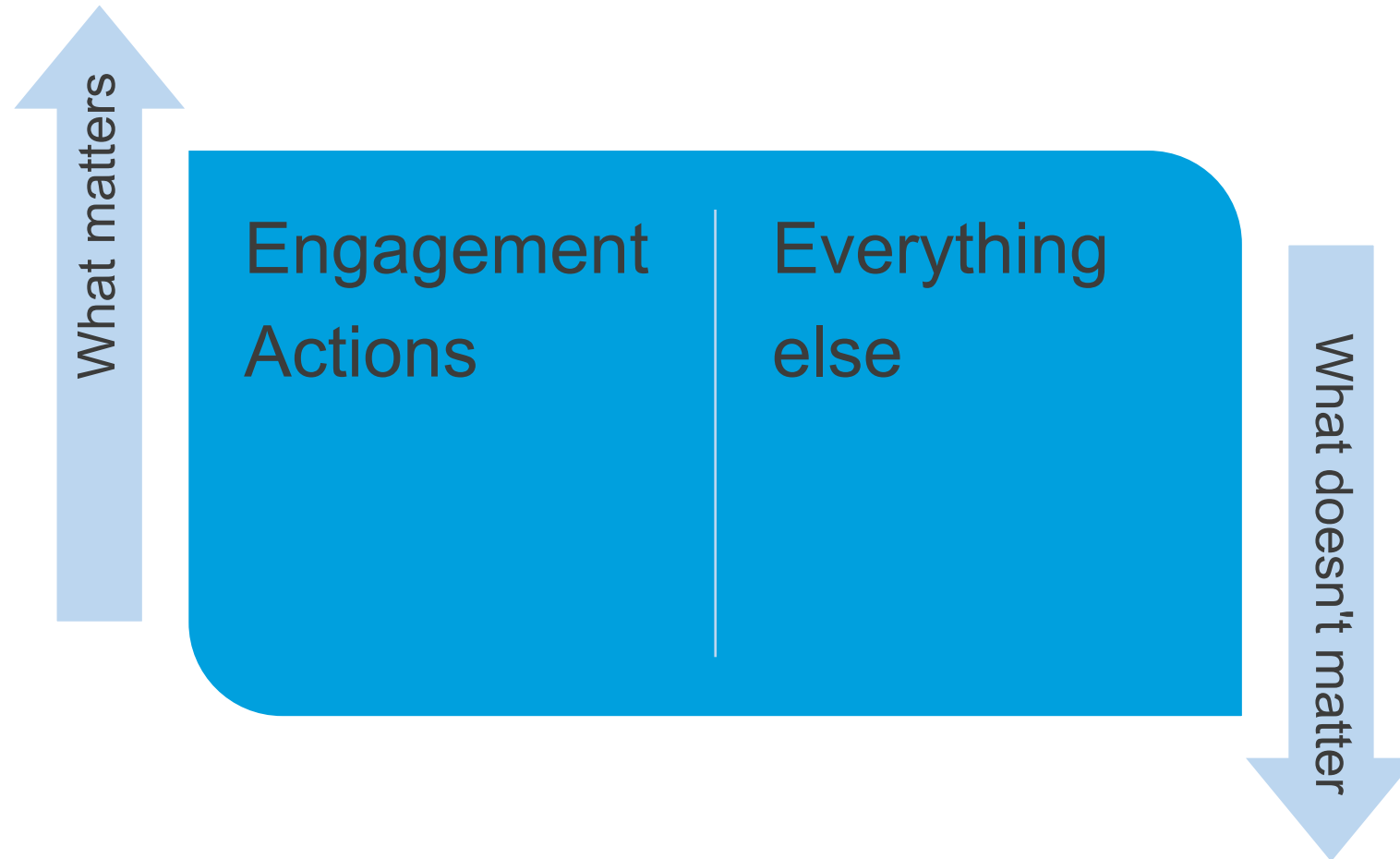
Performance: define success





# Part 3: The Right Channels for You

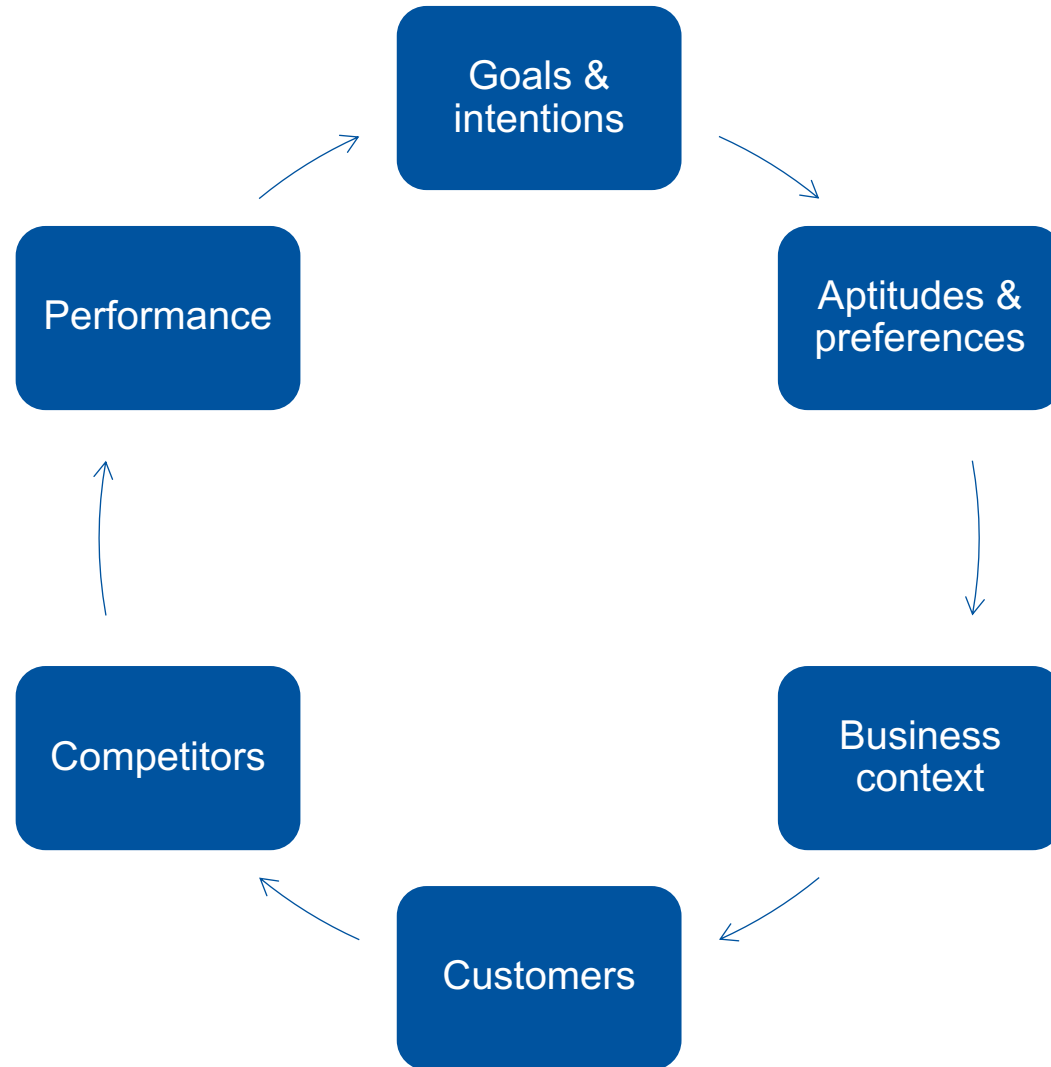
Performance: be clear about what you're measuring



**“Quality is more important than quantity. One home run is much better than two doubles.” – Steve Jobs**

# Part 3: The Right Channels for You

Which channels could you choose to lose?



# Workshop summary

Three parts; questions at the end

1. Digital Channels: The Basics
2. The Vital Statistics
3. The Right Channels for You
4. **Your questions**

## Thank you

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- We provide practical assistance, training workshops, networking opportunities and information on the support available throughout the enterprise network and beyond
- Call 0141 578 8530 to arrange to meet a Business Adviser