

Know Your Message

What do you want to say?
How do you want to say?

How to create coherent, creative, and consistent marketing
messages to be delivered over :

- different communication channels
- across different media platforms
- in different formats?

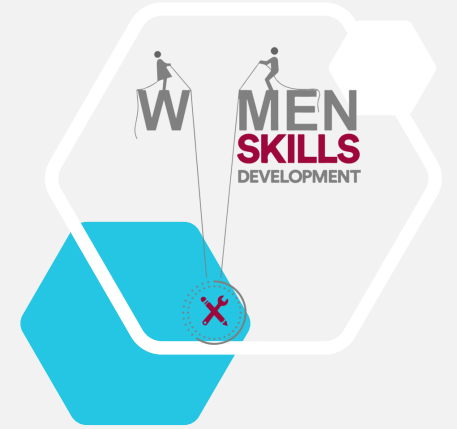
Let's first differentiate

Traditional Marketing Age

- Promotional marketing heavily relied on mass advertising channels: such as **broadcast media** and **mass publications**.
- There was limited advertising space and high costs of media content production
- Creation and deployment of marketing messages were managed by creative agencies and professional media producers.
- Power of marketing communication was largely held in the hands of a small group of media and publishing companies.



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Digital Marketing Age

- Individual users can easily create content and share it with the world.
- A **company's website** and **social media** presence can reach millions of consumers around the world easily.
- **Video ads** are no longer exclusively aired on television. They can be posted and often for free on many video sharing and social media platforms.
- Businesses can directly target potential consumers via **email, text messages, mobile apps, and search engines**.
- A community of **online influencers** can successfully engage the attention of tens of millions of people with just a few 100 characters.



Understanding Your Digital Media Content

How information about sales event can be digitally promoted?

- In the form of
 - written text,
 - graphic banners,
 - photo and memes,
 - interactive animations,
 - or videos.
- It depends what communication channel are you using?
- All of the above content need to be developed, designed, created, and stored separately.
- It require different technical skills and support.
- All types of promotional messages must be consistent and coherent.

Examples of Communication Channels:



- an email
- a text message
- various social media platforms
- blogs,
- websites
- mobile apps

Same promotional message presented in these different formats delivered by different communication channels might be received by different audiences on different media devices.

Additional issues to be taken care of:

- Can your email promotion sent from a Windows system be viewed correctly on an Apple computer?
- Is your website compatible with different browsers? Is it mobile-friendly?
- Can your high resolution promo video stream smoothly on slower cell networks?



Placement Strategy – Media Platforms

Owned Media

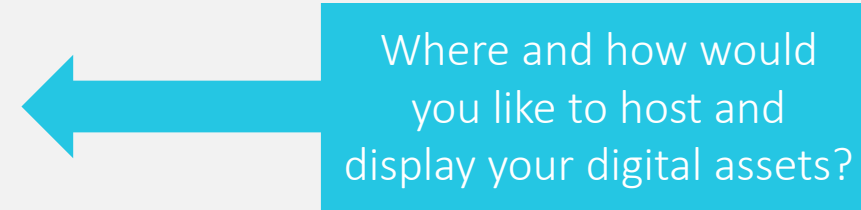
- includes a company's website, blog, social media presence, and other digital entities under its direct control.

Earned Media

- that is organically generated by other users and online publishers, such as product reviews, social media following and sharing, and coverage by online news outlets.

Paid Media

- You pay a third party to display your message to other people.



Characteristics of a planned digital campaign:

- It involves a **healthy mix** of earned, paid, owned, and shared activities on all channels and all platforms.
- **What it takes to have such a campaign?**
 - This omni-channel approach calls for an **integration between distribution, promotion, and communication channels** on the back-end, as well as the front during the planning, execution, and evaluation phases of the entire campaign.

Digital Asset Management: For instance - Website

- Before building or revamping a website for marketing purposes, you must first consider the communication objectives.
- Why do you need a website?
- Is it to promote your brand to sell more products, to collect information about your customers, to share useful information with your existing consumers, or to create a digital destination for those who are interested in your products and services?
- How long are you planning to keep the website? Is it a part of a short-term campaign or will it be a permanent part of your online presence?
- What technical, human, and financial resources you have or are willing to invest in the website's development and the maintenance.
- Do you have the technical expertise and IT infrastructure to host a sophisticated website?
- Can your web server handle high traffic?

What is a digital asset (Media Formats)?

Any digital file that provides value to your company.

- It must be valuable to the company
- It must be a digital file
- It must be easily accessible, searchable and distributable
- For Example: Graphics, Logos, Images, Audio, PDFs, Presentations etc.



Six Characteristics of Good User Experience

For Website; But you can also think around these points when managing any other digital asset






- **Findability:**
 - Can I find the website easily?
 - Does it appear high up in the search results?
- **Accessibility**
 - Can I use it when I need it?
 - Does it work on my mobile phone or on a slow Internet connection?
 - Can people with disabilities use the site or the app?
- **Desirability**
 - Do I want to use it?
 - Is it a pleasant experience or do I drag logging in?
- **Usability.**
 - Is it easy to use?
 - Are the tools I need intuitive and easy to find?
- **Credibility**
 - Do I trust it?
 - Is this website legitimate?
- **Usefulness**
 - Does it add value to me?
 - Will I get something out of the time I spend interacting with the website?



WOMEN
SKILLS
DEVELOPMENT



Thank You

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