



GENERAL ASSEMBLY GUIDE
THE SIMPLE GUIDE TO DIGITAL STRATEGY

THE SIMPLE GUIDE TO DIGITAL STRATEGY



Essential Tools and Tactics
to Add to Your Arsenal

IN PARTNERSHIP WITH



TABLE OF CONTENTS

Introduction

1

Harness the Power of Digital

Be Search Engine Optimised

Maximise Your Impact on Mobile

Grow Your Audience with Content

Amplify Your Events, Digitally

Set up Analytics Tools to Measure Success

2

Tools to Optimise Your Work Life

Download these Apps to Increase Your Day-to-Day Productivity

3

Never Stop Learning

Have a Working Knowledge of Front-End Web Development

Keep up with The Digital World

Keep Tabs on The Hottest Event Tech Trends

Conclusion



Introduction

In an ever-changing digital landscape, success in business can sometimes depend on what you do — or don't do — online. Set your business up for success with help from these tactics and tools.



Harness the Power of Digital

If you aren't using them already, here are a few digital tactics that you should get started with to help your business grow.

BE SEARCH ENGINE OPTIMISED

Allow your customers to find your website with just a few keystrokes. With solid search engine optimisation (SEO), your website will be discoverable, and you can even cut down on paid search engine marketing costs.

Here is a [checklist of seven things you must do](#) to win at SEO and make it to the first page of Google search results.

MAXIMISE YOUR IMPACT ON MOBILE

The age of the desktop is quickly becoming a thing of the past. Our mobile devices have become our communications hub, our diary, our entertainment portal, our primary source of media consumption, our wallet, and our gateway to real-time information. Market accordingly.

To optimise your impact with mobile users, you should:

- Verify that your website and blog are responsive across all devices.
- Think about the mobile user's journey and tailor a digital experience to match.
- Test your email templates across multiple devices to ensure your message is accessible by all mobile users.

[Start with HubSpot's simple tool](#) to verify the strength of your website.



GROW YOUR AUDIENCE WITH CONTENT

Content marketing is a powerful and effective way to reach your customers, and if done well, doubles as a retention tool. Use this simple, four-step exercise from digital marketing expert Kevin Sandlin to get started.

1. What's your end goal?

As Stephen Covey famously said, “Begin with the end in mind.” For content marketing, this means a library of content that will attract new customers by reflecting your business’ authority and expertise.

2. What content do you already have at your disposal?

Take stock of what you already have. Chances are, you’ve got a wealth of owned content to work with. Social posts to LinkedIn, Facebook, Twitter, and Instagram all count.

Here are some places to start looking: Emails, blogs, videos, audio recordings, photographs, interviews, tech support logs and conversations, knowledge bases, product instructions, community forums.

Now, develop categories of content, and organise your content within them to see what you really have.

3. What new content could you create?

Now that you know what you already have, think about what’s missing. Some businesses naturally lend themselves to certain kinds of content. What types of content naturally suit your product or service? Where could you create content that would add value for your customer?

4. Where would you distribute the content?

A distribution plan for your content is key to your success. Where would people be looking for content you produce? Social posts, blog exchanges, and email signatures are all places you should consider in your content distribution strategy.

Get inspired, and learn best practices on content marketing: [Watch this video](#) from the Godfather of Content himself, Joe Pulizzi.

Bonus: You can also simplify content creation with these downloadable HubSpot [templates](#).

“Competitors can copy your products, your services, and your processes, but the only thing they can’t copy is how you communicate. This is why content marketing has become so important.”

— Joe Pulizzi



AMPLIFY YOUR EVENTS, DIGITALLY

While this is a pro-digital guide, we never underestimate the power of in-person, event-based marketing. To ensure your events are a success, take advantage of these readily available digital tools:

1. Use events organisation tools like Eventbrite to organise, promote, manage, and track your events.
2. Make your event sharable across channels. Promote via email marketing, by tweeting about it, and by posting it as an event on Facebook.
3. Create a paid Facebook campaign to target an audience with an affinity toward the topic of your event.

Download the [Event Planning 101 Toolkit](#).

SET UP ANALYTICS TOOLS TO MEASURE SUCCESS

The beauty of digital marketing is its ability to be measured. As such, the foundations of successful digital campaigns includes tools in place to measure, dissect, and analyse their results. Proper metrics will give you insight into the returns on your investments and help you make decisions about what to keep — and what to lose. Luckily, channels such as search engines and social media platforms make it easy to set up small, low-risk experiments with immediate results.

Get started with [these three steps](#) for building an analytics toolkit.

2

Tools to Optimise Your Work Life

Now, let's take a look at the tools that you should consider adopting today in order to operate with top efficiency.

DOWNLOAD THESE APPS TO INCREASE YOUR DAY- TO-DAY PRODUCTIVITY

- [Trello](#), a visual, cloud-based project management tool.
- [Evernote](#), to organise your to-do lists and take notes and then access them from anywhere via mobile app, tablet, or desktop browser.
- [Dropbox Business](#), for the convenience and mobility of collaborating on your files whenever and wherever.
- [Slack](#), for real-time messaging between teams internally and externally to replace emails with live conversation.
- [Sunrise Calendar](#) to keep all of your events and calendars in one place.
- [Qwilt](#), so you can turn your documents into easily sharable web pages with the click of a button.

Never Stop Learning

This guide is meant to help get you started this year — but the world of digital marketing is constantly changing. You'll want to stay knowledgeable and ride the waves as they come.

HAVE A WORKING KNOWLEDGE OF FRONT-END WEB DEVELOPMENT

Your website is arguably one of your most important business assets. You don't have to code on your own (although plenty of business owners do), but you should have a working knowledge of front-end web development so you can have meaningful conversations and make informed decisions with those who do handle your website.

Get started: Find out more about [front-end web development](#) here. Then, learn the basics with this [fun, interactive and free tool](#).

KEEP UP WITH THE DIGITAL WORLD

Stay current with customers and employees who are increasingly plugged in.

- Register for a 30 day free trial with [PSFK](#), and gain access to innovation news from the worlds of advertising, design, tech, and retail.
- Follow the [HubSpot blog](#) for your daily dose of marketing tips.
- Sign up for [Panda](#), a newsfeed dashboard for designers, developers, and entrepreneurs.
- Start using [Medium](#), a place to read, write, and interact with the stories that matter most to you.



KEEP TABS ON THE HOTTEST EVENT TECH TRENDS

Every year technology continues to improve, bringing along benefits for businesses and event organisers. Staying on top of it all can be overwhelming at times, so Eventbrite has put together a shortlist of the hottest technology trends to spice up your events this year.

Mobile, Mobile, Mobile: A must for every business

It's the year of mobile, again. A recent Nielsen report (Nielsen Mobile Ratings Report [October 2015](#)) revealed that more than 15 million Australians own smartphones, along with some 12 million owning a tablet device. Plus, more and more millennials are relying on their mobile as their primary access to the internet. If your event team isn't yet harnessing the power of mobile check-ins and ticket scanning, check out Eventbrite Neon to turn your iOS device into a mobile box office.

To Do: Download [Eventbrite Neon](#) to get your event mobile-ready.

Periscope: If you are dabbling in video content marketing

With the emergence of new apps that enable instant broadcasting, video and live streaming is going from strength to strength. Linked to a Twitter account, Periscope is quickly gaining traction thanks to its live streaming capabilities. Event organisers and attendees themselves are now broadcasting live video of events and experiences to engage with their audience anywhere in the world.

To Do: Download [Periscope](#), and start broadcasting some fun summer activities to practise.

Snapchat: For that millennial audience

Popular with the millennials, many people initially passed Snapchat off as immature and frivolous, but it's a platform worth keeping an eye on. In fact, e-commerce giant Alibaba invested \$200 million in Snapchat in 2015, signaling that we can expect growth from this platform. With the introduction of 'Live Stories' — a feature that generates user content at a live experience — Snapchat is increasing its focus on live event and location-based coverage. Currently only available to major events and sponsors, it's tipped to expand this year. Sponsored geofilters are another new feature set to be released this year, which will allow designers and brands to create unique imagery for users to overlay on their images based on their location.

To Do: Download [Snapchat](#) and familiarise yourself with Live Stories.

RFID Technology: To surprise and delight at large-scale events

Radio Frequency Identification (RFID) is a small electronic device that provides a unique identifier for that tag. RFID wristband technology is already in use at some major music festivals and large public events to monitor foot traffic, prevent ticket fraud, and even enhance attendee experiences with the inclusion of cashless payments and social media integration. RFID technology is set to become more accessible to SMEs as early as next year, with the goal of Australian event-goers seeing its benefits during the 2017 festival season. You can read more about RFID technology [here](#).

Proximity Marketing & ‘Geo-Fencing’: To Enhance Event Experiences

Beacon is a location-based technology released in late 2013. With a recent rise in uptake from local retailers, venues, and tradeshow, more event organisers will start harnessing the power of Beacons to push messages to attendees via their dedicated apps.

So how does it work? Beacons emit a low-energy signal that can push instant messages to a dedicated app. Once a person with the app installed on their phone enters the designated zone (known as a geo-fence), a message will appear on their phone. When placed around a venue, these devices can do everything from track attendee behaviour and foot traffic, to pushing notifications such as greeting attendees to check-in or displaying promotional offers. Different messages can be sent depending on the physical location of the user. Examples of this location-based technology include audio tours, retail offers, and even scavenger hunts.

The Melbourne digital event [Pause Fest](#) recently used Beacon technology to improve its event management and reporting. Check out the [case study here](#).

To do: [Read up on Beacons](#) and how they could change your on-site event marketing

Conclusion

Make this year the most successful one yet for your business. Using digital tactics such as SEO, content marketing, analytics tracking, and more, you can build your presence online, attract new customers, keep your customers happy, and drive profit. And, with the help of the latest productivity tools, you'll optimise your time at work. The digital landscape is constantly changing, and your ability to stay on the pulse will set you apart from your competitors. Challenge yourself to always seek out the latest opportunity to try something new and exciting for your brand, and grow from there.

