

## Notes From Convo With Bill Meurer April 7, 2020 (Bill email to Leo 7/7/21)

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Digital marketing areas of potential value-added considerations:

- Keep it focused
- Value-added should be *actionable*
- Don't reinvent the wheel - there is already a ton of information out there, readily accessible online
  - However, this is a *surfeit* of information - very challenging to sort through & make sense of. Also, some sources are more credible & robust than others. This creates an opportunity for us to help - we can help a client get focused, and prioritize where to focus
- We are, in my opinion, best positioned to add value regarding more strategic (but nonetheless actionable) questions relating to digital marketing strategy (versus tactical implementation)
  - As we discussed, a list of volunteers who have specific expertise in very particular, focused areas is a mechanism to deliver "on call" advice and support for tactical implementation

### The starting point: strategic perspectives, e.g.:

- Who are your customers?
- How do your customers segment and do needs vary by segment
- How do you think about prioritizing your targets?
  - Based on business opportunity, limited resources, campaign effectiveness

### Analyzing digital marketing options

- What are the marketing goals / objectives?
- Understanding what social media your customers engage with
  - Very different for "B to C" versus "B to B"
- Understanding social media platforms of **choice**
  - How the implementation process works
  - The costs and financial commitment / risk involved
- Developing a testing regimen (for newbies / new **campaigns**)

### Marketing organization resources / capabilities / expertise & gaps

**Commented [1]:** Can someone clarify this?

**Commented [2]:** Tests are inexpensive. Easy to test A <-> B demos, e.g. age brackets or gender as examples.

- Are the capabilities in house to think through / address digital marketing strategic questions and/or implementation?
- Where are the gaps, how can the gaps be addressed (in- versus out-sourced), how big an urgency to address?

### Understanding the investment and potential returns

- What is the potential return on investment for a digital marketing campaign / what assumptions need to be validated?
- How can the campaign scale?
- What budget exists, and how should it be distributed across digital versus non-digital channels?

**Commented [3]:** What would be nice is "comparables," i.e., comparing campaign results to norms.

### Digital campaign implementation

- Who will project manage / implement the campaign?
- What creative is required and who will execute?
- How will financial risk be managed?

### Marketing data analytics

- Tools
- Basic KOIs / analyses & frameworks
- Direction regarding implementation planning

**Commented [4]:** One example: "Google Analytics" is a free tool for SEO advertisers

Barry Adds 4/16/21:

- We should coordinate the creation of resource lists - alum and articles - with Recover & Rebuild
  - Senseless to do overlapping work
- We need clearly defined terms, no ambiguities, and with productive granularity
  - Difference between DIGITAL MARKETING, SOCIAL MEDIA MARKETING, SOCIAL MEDIA, DIGITAL MEDIA, etc....
  - Different experience and skills support a Facebook vs a LinkedIn campaign
  - An entire related topic is website development: functionality, user interface ("GUI"), eCommerce, follow-up mechanisms (auto reply, etc)....
- When interviewing alumni for our list(s), ask for referrals to other alum
- When discussing "an ask" of possible alumni experts, select alum based on the present Internet engagement of the client's stakeholders, e.g. where does their target audience now spend Internet time?
  - A program would be different for users of Instagram vs LinkedIn, and we should chose alum specialists who are the best likely fits
- In learning an alum's expertise, consider using a Questionnaire (Survey Monkey?)
- We must not overload any alum with "expert requests" - spread the wealth!!

- Barry volunteers to create a draft of the script we will use in reaching out to alum