

"From the book "É-X-I-T-O Digital: Su Estrategia en 5 pasos."

E ESCUCHE A SU AUDIENCIA (LISTEN TO YOUR AUDIENCE)

- ▶ WHAT DOES YOUR AUDIENCE SAY ABOUT YOUR COMPANY, YOUR COMPETITION, AND THEIR NEEDS ON SOCIAL NETWORKS, BLOGS AND REVIEW SITES?
- ▶ WHERE DO THESE CONVERSATIONS HAPPEN? FACEBOOK, LINKEDIN, TRIPADVISOR, BLOGS OR YELP?
- ▶ WHAT KEYWORDS DO PEOPLE USE MOST TO FIND YOUR SITE (VIA SEARCH ENGINES)?
- ▶ WHAT ARE THE MOST POPULAR SECTIONS, PRODUCTS AND CONTENT ON YOUR SITE?
- ▶ HAVE YOU IDENTIFIED ANY "INFLUENCERS" ONLINE THAT FREQUENTLY MENTION YOUR COMPANY, PRODUCTS OR HAVE AN IMPACT ON YOUR INDUSTRY?

X EXPERIMENTE COMO USUARIO, A TRAVÉS DE "PERFILES" (PUT YOURSELF IN THE SHOES OF THE USER AND DEVELOP "PROFILES" OR "PERSONAS" OF CUSTOMERS)

- ▶ WHAT ARE THE NAMES AND CHARACTERISTICS OF YOUR "PERSONA(S)" FOR YOUR BRAND(S)?
- ▶ WHAT KINDS OF CONTENT DO YOUR "PROFILES" LOOK FOR ONLINE (ARTICLES, VIDEOS, MUSIC, PHOTOS, REVIEWS, COUPONS, DISCOUNTS SWEEPSTAKES, ENTERTAINMENT)? WHAT SITES DO THEY VISIT?
- ▶ WHAT'S A DAY-IN-THE-LIFE LIKE? WHAT MEDIA AND INTERACTIVE TOOLS DO THEY USE?
- ▶ HOW DID YOU UTILIZE THE RESEARCH FROM THE "E" STEP TO DEVELOP A "PERSONA" OF YOUR CUSTOMER?
- ▶ DEVELOP YOUR MARKETING, CONTENT AND DISTRIBUTION PLAN USING YOUR PROFILES.

I INTEGRE SUS CANALES DE COMUNICACIÓN (INTEGRATE YOUR COMMUNICATION CHANNELS)

- ▶ WHAT DOES YOUR ANNUAL/MONTHLY CONTENT PLAN FEATURE?
- ▶ WHAT ARE THE KEY DATES FOR YOUR AUDIENCE (HOLIDAYS, SPORTING EVENTS, PRODUCT RELEASE DATES)?
- ▶ HOW WILL YOU DISTRIBUTE YOUR CONTENT (ON WHICH SOCIAL NETWORKS, EMAIL, SMS)? (THIS WILL COME FROM THE "LISTENING" PHASE.)
- ▶ DOES YOUR SOCIAL MEDIA TEAM COMMUNICATE THE SAME MESSAGE AS YOUR CUSTOMER SERVICE TEAM? DO THEY UTILIZE THE SAME FAQ'S AND CONTENT CALENDAR?
- ▶ IS THERE AN OPPORTUNITY TO EXPAND INTERNATIONALLY VIA YOUR DIGITAL PROPERTIES?

T TRANSFORME SU AUDIENCIA EN COMUNIDADES (TRANSFORM YOUR AUDIENCE INTO COMMUNITIES)

- ▶ WHAT SUBJECT(S) WILL YOU BUILD YOUR ONLINE COMMUNITY AROUND? IN OTHER WORDS, WHAT DID YOU DISCOVER DURING THE LISTENING PHASE WOULD BE OF MOST INTEREST TO YOUR AUDIENCE ONLINE TO CREATE A COMMUNITY?
- ▶ WHAT STORY TELLING TECHNIQUES AND CHARACTERS MIGHT YOU UTILIZE IN YOUR DIGITAL PLATFORMS (AND TV COMMERCIALS)?
- ▶ WHO ARE THE INFLUENCERS THAT YOU NEED TO COMMUNICATE WITH TO EFFECTIVELY LAUNCH YOUR COMMUNITY?
- ▶ HOW WILL YOU DISTRIBUTE AND PROMOTE YOUR CONTENT ON AND OFFLINE? (SOCIAL MEDIA, WEBSITE, EMAIL NEWSLETTERS, IN-STORE SIGNAGE, MEDIA BUYS)?
- ▶ WHO WILL MANAGE YOUR CONTENT AS A "COMMUNITY MANAGER" OR "CONTENT MANAGER" AND COMMUNICATE WITH CUSTOMER SERVICE?

O OPTIMICE (OPTIMIZE)

- ▶ WHAT "CONVERSIONS" OR ONLINE GOALS WILL YOU MEASURE? ENGAGEMENT ON SOCIAL MEDIA (E.G. LIKES, SHARES) EMAIL OR SMS SIGN-UPS? DOWNLOADS OF A WHITEPAPER? SALES?
- ▶ WHAT TOOL(S) WILL YOU USE TO MEASURE YOUR WEBSITE TRAFFIC AND "CONVERSIONS"? GOOGLE ANALYTICS, OMNITURE, OR SOMETHING ELSE?
- ▶ WHAT TOOLS WILL YOU USE TO MEASURE THE EFFECTIVENESS OF YOUR SOCIAL MEDIA? THIS MAY INCLUDE TOOLS SUCH AS TWEETREACH (TWITTER STATISTICS AND ANALYSIS), KLOUT (SOCIAL INFLUENCE AND MEASUREMENT TOOL) OR PAID SOCIAL LISTENING AND CONTENT MANAGEMENT TOOLS LIKE RADIAN 6.
- ▶ WHAT INSIGHTS HAVE YOU GAINED BY UTILIZING THESE TOOLS TO LISTEN TO YOUR AUDIENCE THAT YOU MAY HAVE NOT BEEN ABLE TO UNDERSTAND BEFORE?
- ▶ WHAT IS THE OVERALL EFFECT ON YOUR BUSINESS FROM YOUR WEBSITE OPTIMIZATION TECHNIQUES E.G. "A/B TESTING" OR "USABILITY TESTING"?