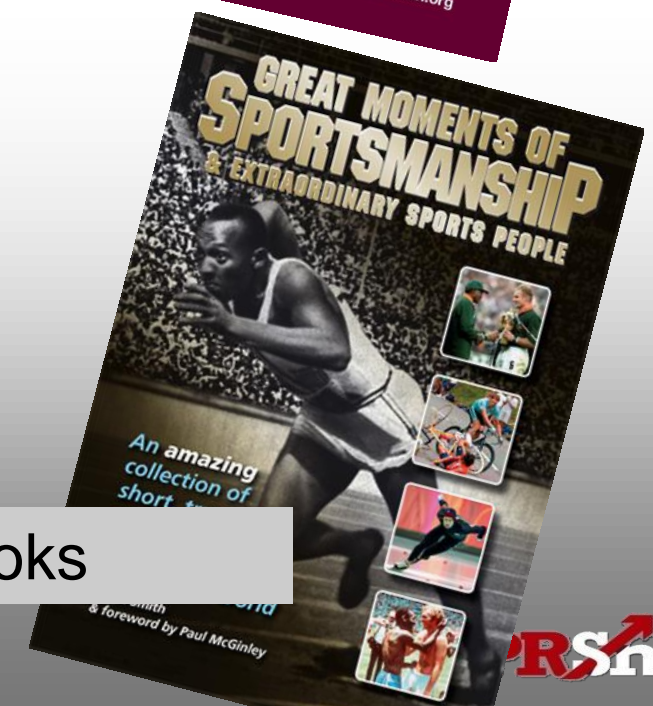
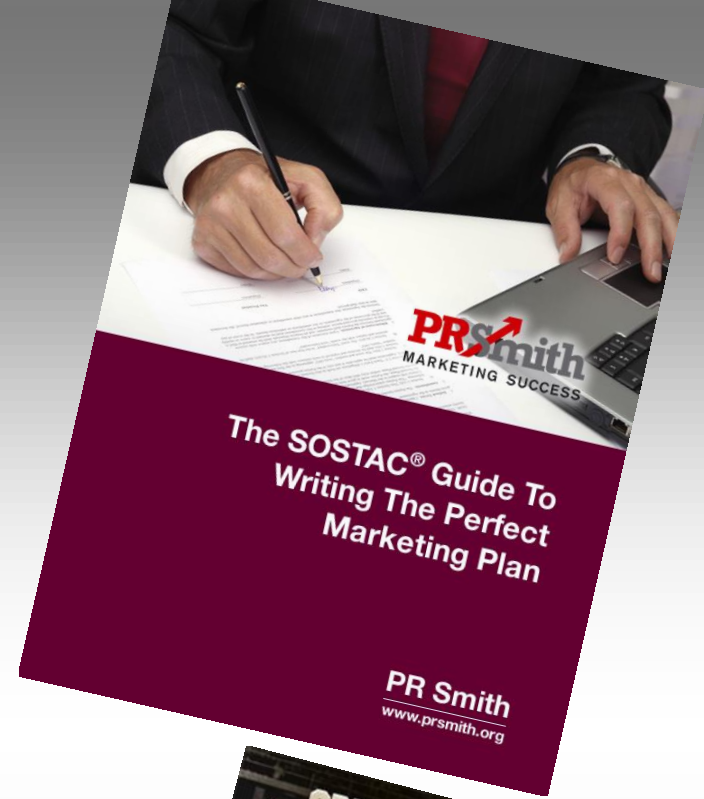
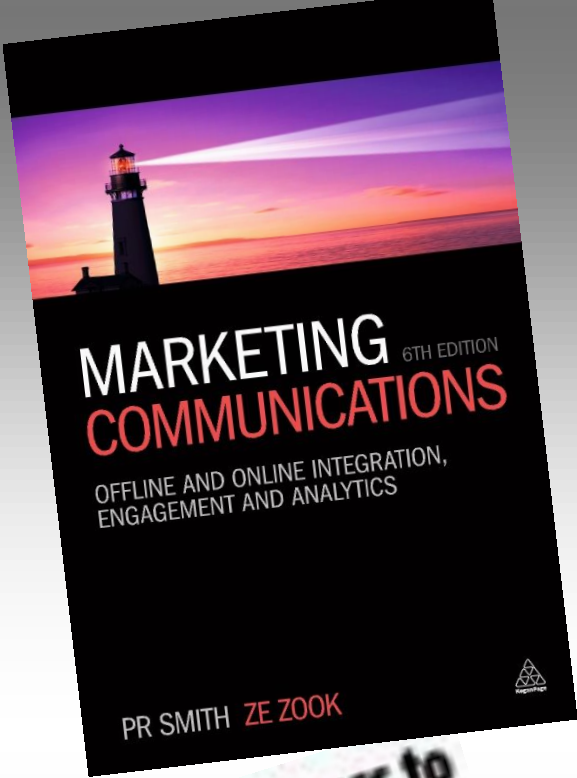


**Digital Marketing Trends 2019**

**&**

**How To Write The Perfect  
Integrated Marketing Plan**

CommuniGator  
22 Nov 2018



PR Smith Marketing Books



The Galvanizing Blog



Home About Why Galvanize?



applied this process for well known in parts of Fr



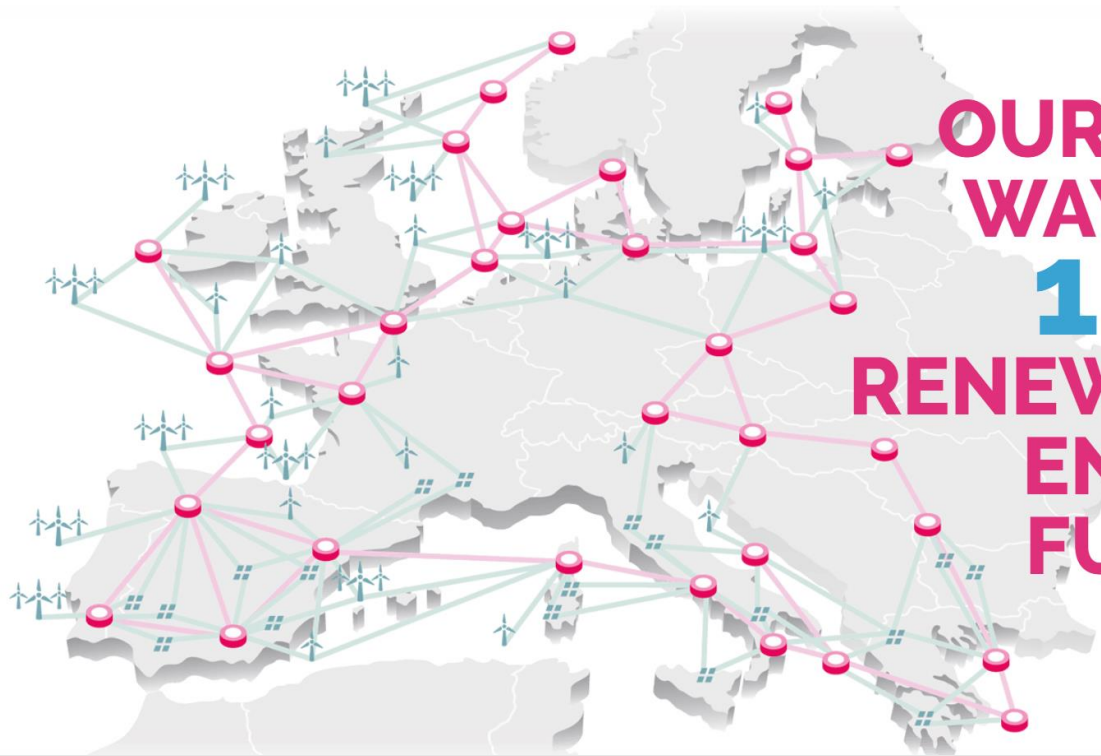
# Sri Lanka Golf



Watch the Action Share Your Moment Archives

## SUPERNODE™

HOME ABOUT TEAM FAQ RESOURCES NEWS CONTACT



# OUR ONLY WAY TO A 100% RENEWABLE ENERGY FUTURE

Search...  
WELCOME TO THE GREAT SPORTSMANSHIP PROGRAMME  
Mobilising communities into sportsmanship. Immerse yourself in sportsmanship. Read about it. Watch it. Share it. Get the updates. Get the Code Of Conduct, posters & other free stuff. Talk to each other. Tell your story. Be part of the next edition. Tell a friend. Tell a school. Become a Sportsmanship Ambassador. Visit Facebook (Great Sportsmanship). Be part of it. Say YES to Great Sportsmanship.

Great Sportsmanship Programme on Facebook

Home

**MAINSTREAM RENEWABLE POWER**

- About us
- Our business model
- Our markets
- Our projects
- Supergrid
- Energy Bridge
- Why renewables?
- Media resources
- Events
- Careers
- Contact us

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 简体中文  
 English  
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 Français  
 Español  
 Afrikaans

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## PR Smith Marketing Mentoring & Consultancy

September 12, 2012  
Mainstream agrees a measures with the association 11, 2012

Association (CCA) Global Excellence Awards 2011: Read more about the award

Six steps to applying

Video guides on applying

QUESTIONS?

OR EUROPE

The Yes vote to Europe

MEASURES

The Power of Island

ath

TEDx

Say 'Yes' to Great Sportsmanship



PR Smith Marketing Talks



**PREVIEW THE BOOK**  
See sample chapters  
customer comments & reviews

**WATCH THE ACTION**  
Checkout our must-see collection of 'Great Moments' videos

**SHARE YOUR MOMENT**  
Have you got a 'Great Moments' story? we want to hear it...

**SPREAD THE MOMENTS**  
Want to see on the...

## Olympism—the real Olympic dream?

by [Frank](#) on JULY 14, 2012 in [ATHLETICS](#) [ENGLAND](#) [GREECE](#) [Olympics](#)



Can men win medals for merely writing words?

Can a man throwing a javelin stop a war?

Can enemies become friends, at least every 4 years?

Search...



### Mobilising Communities into Sportsmanship

Sharing inspirational true, two minute stories about sportsmanship. Read about it. Watch it. Share it. Get updates. Get the Code Of Conduct, posters & other free stuff. Post a comment. Talk to each other. Tell your story. Be part of the next edition. Tell a friend. Become a Sportsmanship Ambassador. Visit [Facebook \(Great Sportsmanship\)](#). Be part of the...

# GREAT MOMENTS OF SPORTSMANSHIP

# GREAT MOMENTS OF SPORTSMANSHIP

Search for people, places and things

Page Manager

Great Sportsmanship Prog... Home

"Sport has the power to change the world"



[www.GreatSportsmanship.org](http://www.GreatSportsmanship.org)

# Introduction:

Why do you have a web site?

What is your, **SINGLE**,  
most important reason,  
why you have a web site.

# Why do you have a web site?

What is the single most important reason.....?

**Yes** - it's any one of these reasons:

- Boost Sales
- Communicate to Customers
- Create Awareness
- Show our Products/Services
- Give information
- Competition has a web site

**No** – It's none of these reasons

It's a completely different reason



# Why do you have an app?

Take pics of themselves over a graphic of both clubs' crests

What to do & see

CityHome  
English,  
Catalan  
Spanish

Bars  
Shops  
Restaurants  
Sightseeing

Travel Advice to stadium  
foot, bus, train or tram

Stats from the group stages  
& stats about previous encounters

Pre-match Events

The image features the crests of Manchester City and FC Barcelona. The Manchester City crest is on the left, showing a shield with a blue and white striped pattern, a gold eagle with wings spread, and three gold stars above it. The FC Barcelona crest is on the right, showing a shield with a red cross on a white background, a yellow and red striped pattern, and a blue and red striped pattern at the bottom with a gold ball in the center. The background is dark blue with light streaks.

# Why do you send emails?

CityHome

English

Latin

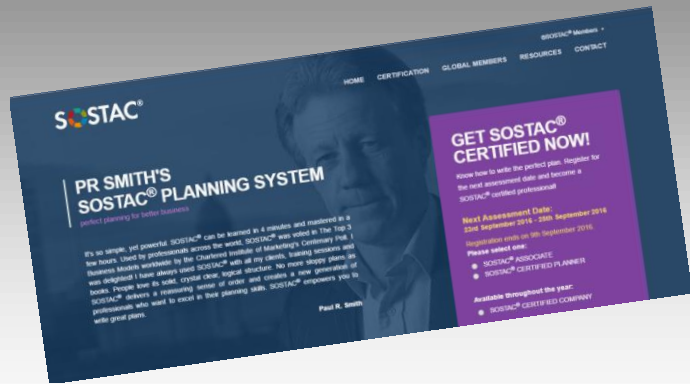
Spanish

What is your, **SINGLE**,  
most important reason,  
why you send emails?

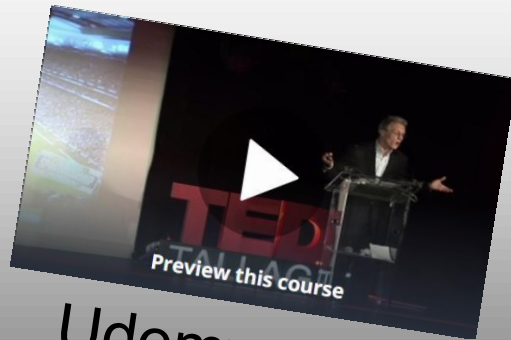
# Why do you have a business?

What is your, **SINGLE**,  
most important reason,  
why you have a business.

# PR Smith's SOSTAC® Planning Framework



SOSTAC.org



Udemy.com

+ 3Ms



SOSTAC® is a registered trade mark of [www.PRSmith.org](http://www.PRSmith.org)

# Situation Analysis - Customer Analysis

3 Big Customer Questions:

- 1 Who?
- 2 Why?
- 3 How?

10+ Sub Questions for each Big Question

Create a culture of Customer Obsession

# 1. Who is your customer?

Who are your visitors?

- Google Analytics
- Digital Body Language  
e.g. KPMG 14 different types of visitors



# 1. Who is your customer?

## New Ways to Profile Customers

Social Listening Tools



Facial Recognition





# 1. Who is your customer?

## New Ways to Target Customers



200 Variables Facebook



The Dark Arts Of Marketing

[www.prsmith.org/blog](http://www.prsmith.org/blog)

# 1. Who is your customer?

## New Ways to Target Customers

Lookalikes; #conversationalists;

Data Bureau, Agencies, Database Owners

**Check GDPR!**



[www.prsmith.org/blog](http://www.prsmith.org/blog)

# 1. Who is your customer?

**Who** .....are the ideal prospects/customers?

When selling Train Journeys to Frequent Flyers

**“mobile users who disappear in Heathrow  
& reappear in Edinburgh  
(in the time a flight would take).”**

# Situation Analysis: Customers:

## 2. Why?

## 2. Why do your customers buy?

What are your customers' needs?

Are their needs changing – any trends?

What content do your visitors like?

Why do 98% of your visitors not convert?

Why do your visitors return to some sites?

*Free sources for answers: SOSTAC® Guide*



[PRSmith.org/blog](http://PRSmith.org/blog)

**PRSmith**

## 2. Why do your customers buy?

What are their aspirations?



What key messages  
(words & images) arouse them?

What are their fears, phobias & barriers?



Why do Manchester United fans buy?

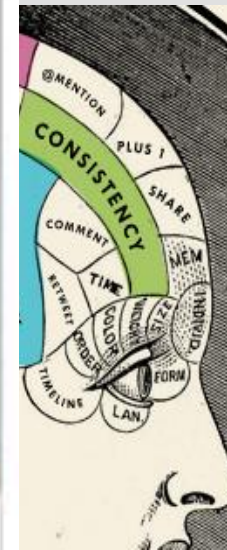
## 2. Why do your customers buy?



Persuasion & Motivation:  
Cialdini's 6 Rules Of Persuasion

Sep 26, 2015 | Advertising, Buyer

Behaviour, Situation Analysis | [PRSmith.org/blog](http://PRSmith.org/blog)



# Situation Analysis: Customers:

## 3. How do your customers buy?

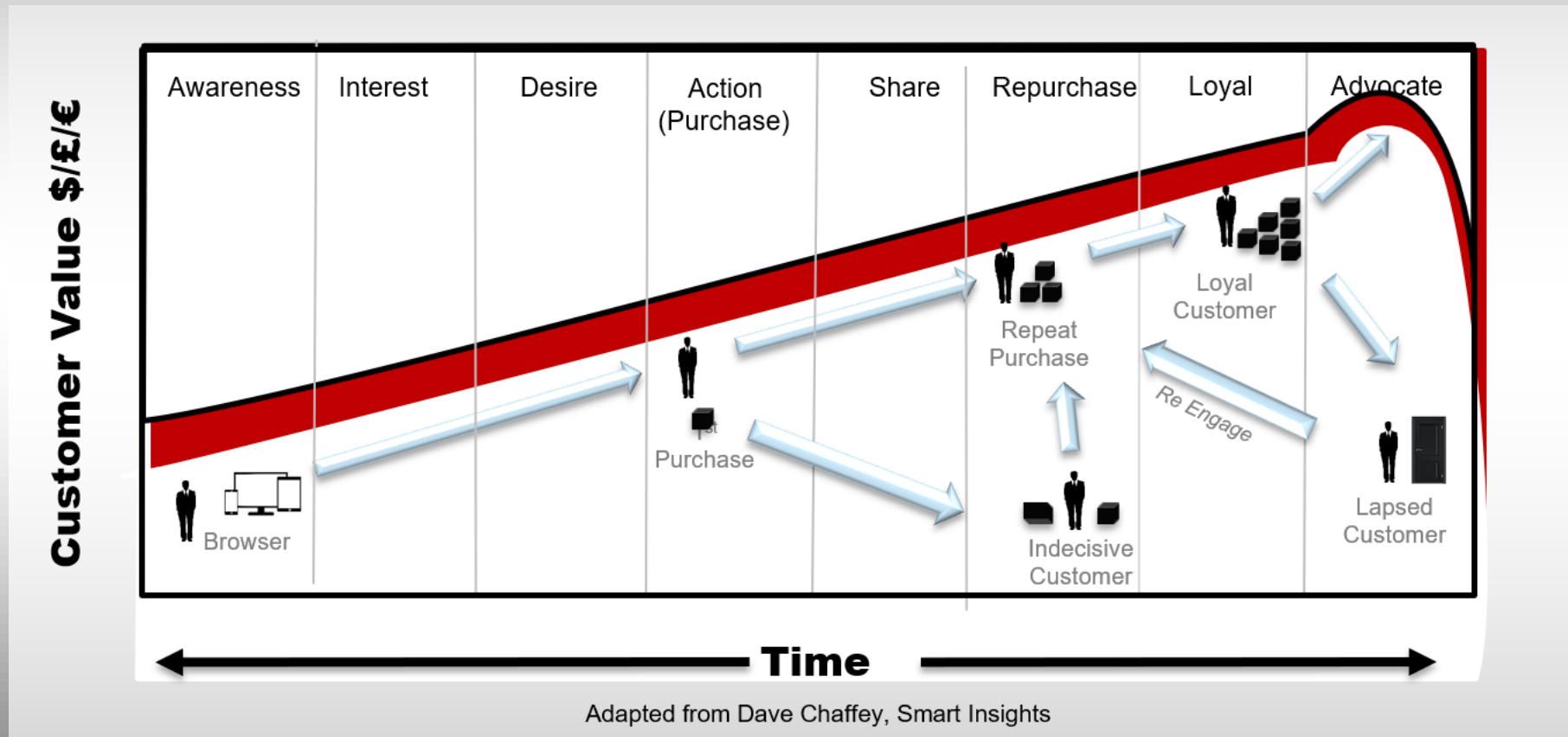
3.1 Physical / Digital Process

3.2 Mental Process



# 3. How do your customers buy?

## 3.1 physical/digital process



Customer's Lifetime Journey

# 3. How do your customers buy?

## 3.2 mental process

Shorter Attention Span

Kennedy v Nixon

Kennedy 1960 (42") Trump 2016 (< 4")

# 3. How do your customers buy?

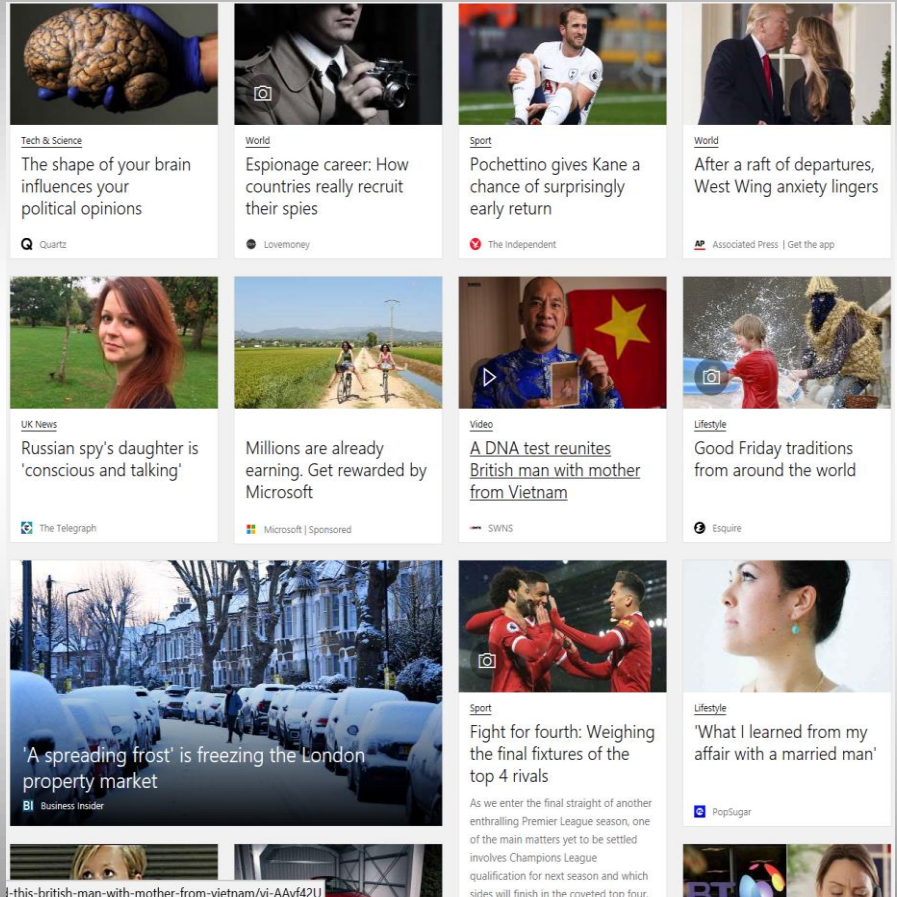
## 3.2 mental process

Short Attention

Time Poor

Visual

Distrust



Welcome to your weekly dose of smart  
[Get your 5-minute briefing >](#)

### Evaluate *this*

Want better performance from your employees? Drop the annual review process and its ill-fitting stack-and-rank ratings approach. You're better off crowdsourcing evaluations as part of a new approach to motivating workers.

**GET YOUR BRIEFING**

**Disengaged:** Only three out of ten US workers feel engaged by their job, according to Gallup. A big glaring reason? Performance evaluations.

# 3. How do your customers buy?

## 3.2 mental processes - Distrust

Support The Guardian | [Subscribe](#) | [Find a job](#) | [Dating](#) | [Sign in / Register](#) | [Search](#) | UK edition

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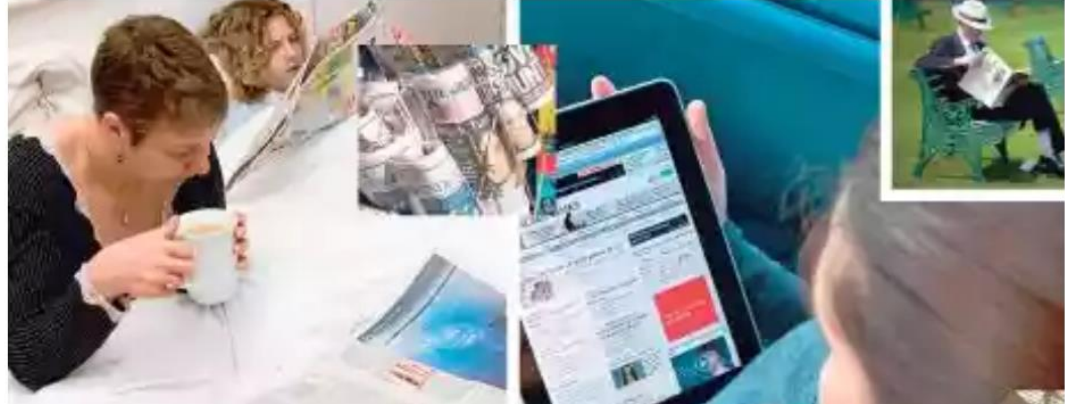
### Media

## News is bad for you - and giving up reading it will make you happier

News is bad for your health. It leads to fear and aggression, and hinders your creativity and ability to think deeply. The solution? Stop consuming it altogether

*Rolf Dobelli*  
Fri 12 Apr 2013 20:00 BST

[f](#) [t](#) [e](#) 147,054 445



**most viewed**

-  **Live** Conservative conference: Ruth Davidson calls for 'practical, pragmatic' Brexit - Politics live
-  Rainbow host Geoffrey Hayes dies aged 76
-  Jean-Claude Arnault, man at centre of Nobel scandal, jailed for rape
-  'Pin the blame on a remainer': Twitter reacts to May's Brexit festival plan
-  'Banned in 46 countries' - is

# 3. How do your customers buy?

## 3.2 mental processes - Distrust

### Post Truth Society

- Fake Promises
- Fake News
- Fake Facts
- Fake Photos
- Fake Reviews



# 3. How do your customers buy?

## 3.2 Mental Process

Short Attention

Time Poor

Visual

Distrust/Post-Truth

Poor Social Skills

# Situation Analysis

Customers

Competitors (SW)

Results/Performance (SW)

Trends(PEST) (OT)

- Political
- Economic
- Social
- Technological

# Situation Analysis: Competitors

Once upon a time..

Perceived superior product/service

Polished customer service advantage

You could protect your business a little longer  
from inevitable Start-Ups, Disrupters & Hyper-Competition



# Situation Analysis: Hyper Competition

Hyper Competition =

- Border-less competition
- Category-less competition
- Disruptive Digital Start-up
- Unexpected Entrants (Pharma/Fashion)
- Platform Companies (BAT)
- In Your Pocket (App Wars)



# Situation Analysis - Hyper Competition

## Alien Implant Removal Services



# Situation Analysis: Hyper-Competition



# Situation Analysis: Hyper-Competition



**“ When was the last time you really lost yourself in a good Facebook update? ”**

The difference is **audible**

Download your first audiobook for free  
£7.99 / month after 30-day trial. Renews automatically.

# Situation Analysis: Hyper-Competition

## How does this affect you?

You have to improve your performance/help customers

### Be More Relevant:

1. AB Testing
2. Website Personalised Landing Pages
3. Website Rules-based Promotion
4. Targeting Based on Lifecycle
5. Reactivation Campaigns
6. Progressive Profiling

**Are you using  
All 6 features?**

Yes  No

# Situation Analysis

Customers

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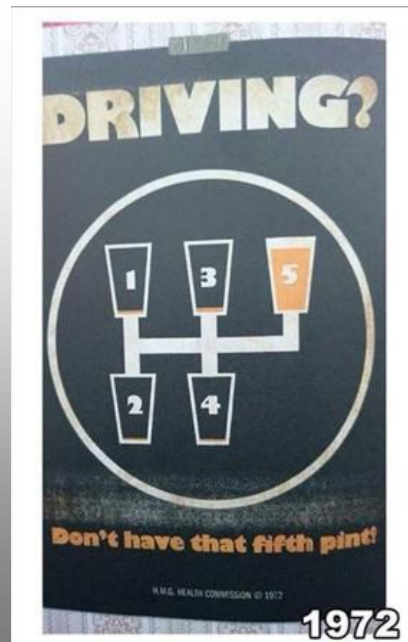
# Situation Analysis: Opportunities & Threats - PEST

## Political Trends

Political Shifts: BREXIT

New Laws: GDPR

Drink-Drive Limits

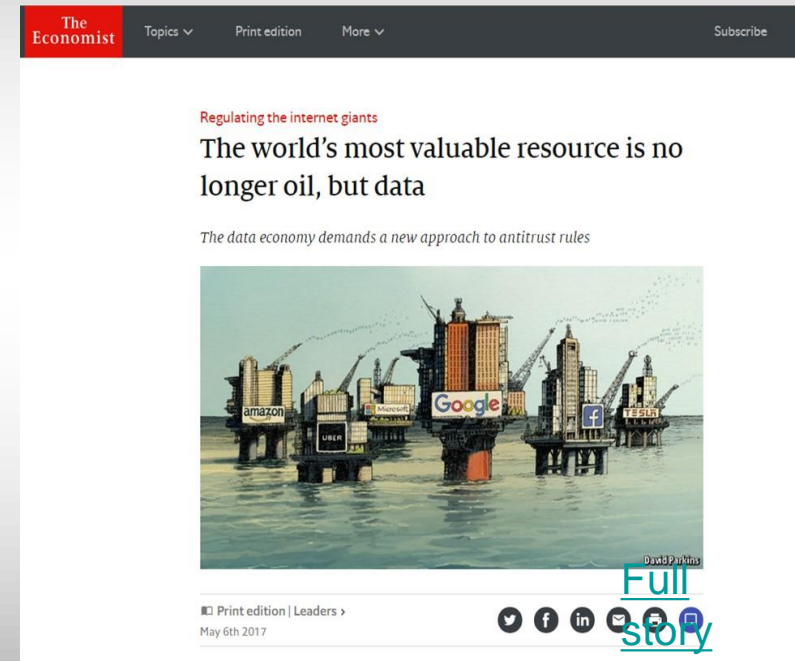


[PRSmith.org/blog](http://PRSmith.org/blog)

# Situation Analysis - PEST

## Economic Trends

- Economic Cycles
- Resource Shift: Oil v Data
- Data & Digital Disruption



f: PR Smith Marketing



# Situation Analysis - PEST

## Social Trends

- Device Junkies
- Attention Spans
- Time Poor
- Visually Driven



### Miracle Teenager Survives On His Own For Almost 6 Hours With No Wi-Fi

IN what has been hailed as 'a miracle', one Waterford teenager has reportedly survived in his home with no connection to the internet for almost 6 whole hours.

[WATERFORDWHISPERSNEWS.COM](http://WATERFORDWHISPERSNEWS.COM)

# Situation Analysis - PEST

## Technology Trends

- Big Data
- AI (& Bots)
- IoT
- VR & AR
- Marketing Automation



How Trump Won  
(using big data)



Here Come The  
Clever-Bots



IoT Is Here

[PRSmith.org/blog](https://PRSmith.org/blog)

# Situation Analysis

Customers

Competitors (SW)

Results/Performance (SW)

Trends (PEST) (OT)

- Political
- Economic
- Social
- Technological

# Situation Analysis

*“If the rate of change  
outside the organisations  
is greater than the rate of change  
inside the organisation  
– then it is doomed.”*

*Jack Welch*

# Situation Analysis

*“Those who triumph,  
Compute at their headquarters a great number of factors,  
prior to a challenge.*

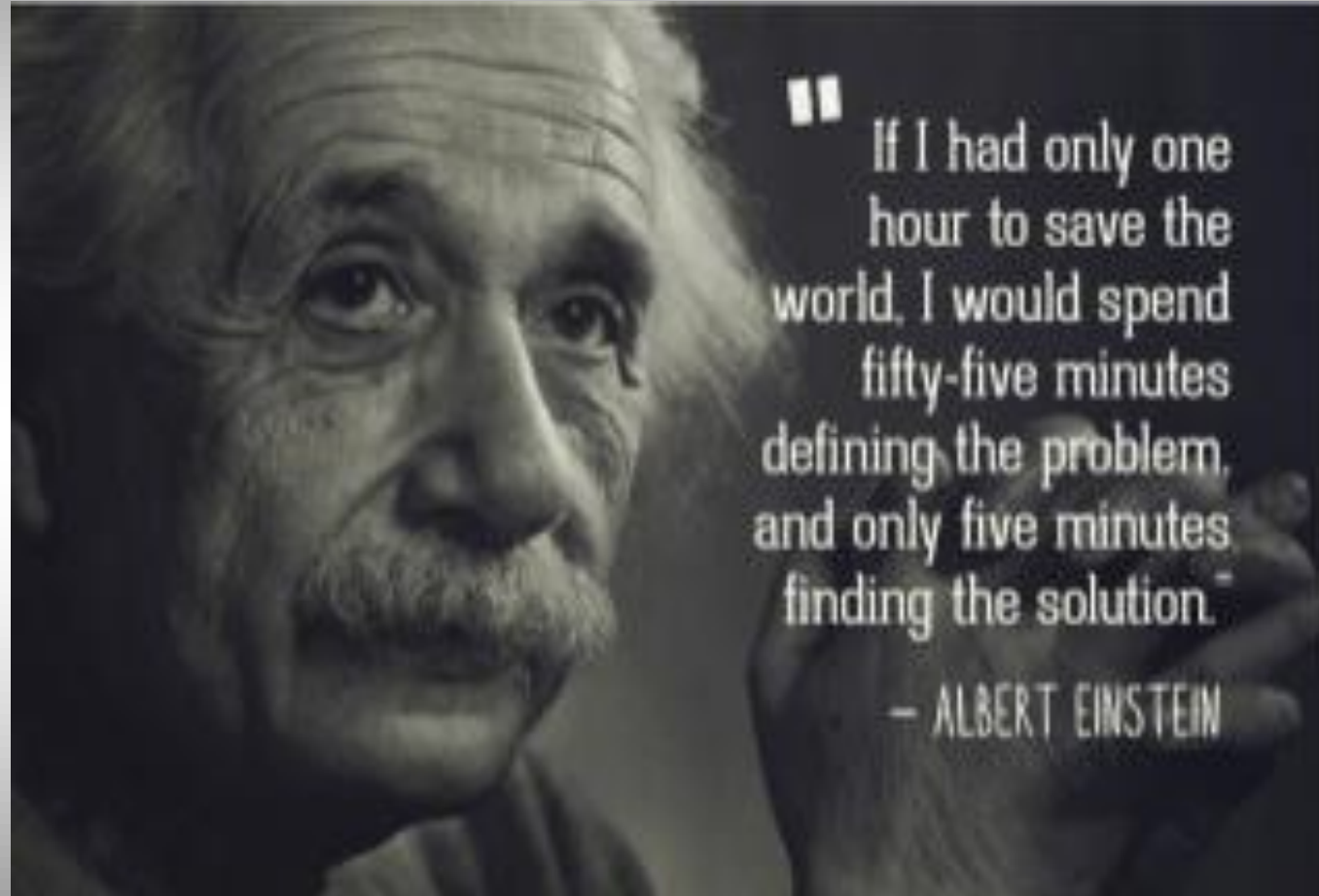
*Those who are defeated,  
compute at their headquarters a small number of factors  
prior to a challenge.*

*Much computation brings triumph.  
Little computation brings defeat.  
How much more so with no computation at all.”*

Sun Tzu

PRSmith

# Situation Analysis





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# Why do you use Marketing Automation? What is the single most important reason..

## Yes

- it's any one of these reasons:

- Boost Sales
- Communicate to Customers
- Create Awareness
- Show our Products/Services
- Give information
- Competition has a web site

## No

- It's none of these reasons

**The No.1 Reason  
you use Marketing  
Automation is:**

**To Help Customers**



# Situation Analysis

*‘What brought us success in the past  
will unlikely be enough  
to bring us success in the future.’*

HBR (2017) Competing In 2020:  
Winners & Losers in The Digital Economy

**SOSTAC®**  
The Guide to your Perfect Digital Marketing Plan

**Boost Business Results with a Faster & more Effective Planning framework**

*It's simple, yet powerful. PR Smith's SOSTAC® can be learned in 5 minutes and mastered in a few hours.*

Top marketing professionals, across the world, use it every day. Voted in the Top 3 Business Models worldwide by the Chartered Institute of Marketing's Centenary Poll. Used by LinkedIn, KPMG as well as Start-Ups & SMEs around the world. Get the SOSTAC® book. Dip in. Dip out - when you need a refresh.

**SOSTAC®**  
PERFECT PLANNING FOR BETTER BUSINESS

**NOW YOU CAN BECOME A SOSTAC® CERTIFIED PLANNER...**

**PR Smith's SOSTAC® Planning Framework:**

- Watch the 5 minute video: how to write the perfect plan
- Explore SOSTAC® marketing plans with an intro 60 minute online course
- Become a SOSTAC® Certified Planner - 20 hour in-depth online course
- Use SOSTAC® templates in your organisation
- Invite PR Smith, to speak at your next event or to run a workshop

*"SOSTAC® was the single best workshop or seminar I've ever attended."*  
Kevin Browning, Senior Global Brand Manager, LinkedIn

*"Qualifying in SOSTAC® planning catapulted my career."*  
Laura Badstone, MD The Little Marketing Company

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SOSTAC.org

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PRSmith.org/blog

**SOSTAC® PLANS CERTIFIED PLANNER**



SOSTAC.org

# Some SOSTAC® Resources

**SOSTAC® Video Summary (4 mins)** [www.SOSTAC.org](http://www.SOSTAC.org)



**SOSTAC® Video Tutorial (60 mins)**

– online Udemy course [https://www.udemy.com/\\_sostac\\_plan/](https://www.udemy.com/_sostac_plan/)



**SOSTAC® Certified Planner (20 hours)** – online course [www.SOSTAC.org](http://www.SOSTAC.org)



**SOSTAC® Guide to your Perfect Digital Marketing Plan** <http://tinyurl.com/qe79473>



**SOSTAC® Blog** [www.PRSmith.org/blog](http://www.PRSmith.org/blog)



**SOSTAC® Groups** are also on [Facebook](#) & [Linkedin](#)



# Continue the conversation.....

			
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<b>Youtube:</b>	<a href="#">PRSmith1000</a>	-	<a href="#">Great Sportsmanship Channel</a>



**Good Luck**



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