



The Loop Head Peninsula
Digital Academy



Zucca Films



WEEK 1

My Authentic Story

Introduction to Digital Age Marketing

This project receives
financial support from:



Rialtas na
hÉireann
Government
of Ireland

Tionscadal Eireann
Project Ireland
2014-2020



ABOUT JOANNE



Director, Digital Training Institute & Founder, Public Sector Marketing Pros

Consultant, Trainer, Strategist, Course-Writer



Speaker

#SMSummitIRL #SMILECon #TEDxOmagh #DigCitSummitUS #BigDataConf



Life-long Learner

11 academic and professional qualifications including
Master's in Journalism, Master's in Digital Marketing



Author

- *Public Sector Marketing Pro*
- *Social Media Under Investigation, Law Enforcement and the Social Web*
- *Mastering Social Media, Case Studies from Public Sector*
- *The State of Social Media Report (Ireland and Australia)*



Digital Influencer

As featured on Social Media Examiner, GoAnimate, Big Marker, Search Engine Journal



JOIN OUR FACEBOOK GROUP

facebook.com/groups/publicsectormarketingpros

Hello

Training Structure

- The **digital marketing modules (35 hours)** will take place over **10 weeks**
- 9.00am-12.30am **October 7 – December 9 2020.**
- To adhere to COVID-19 public health guidance, workshops will take place **online** until otherwise advised.
- You will have access to a dedicated Loop Head Tourism **Digital Academy Learning Hub.**
- Each student will have their own **personal login details** and the recorded sessions and all materials will be available to you **24/7 via your smartphone, tablet, laptop or desktop.**
- All participating learners will also **mentoring** to develop your **digital marketing plan** for your business or organisation.

Modules

- My Authentic Story Online
- Digital Age Marketing
- Content Marketing
- Facebook Marketing
- Instagram Marketing
- Website Marketing
- Google Products
- Digital Marketing Tools
- Digital Marketing Strategy Workshops (2021)

Learning Hub



The Loop Head Peninsula
Digital Academy



HOME

DIGITAL MARKETING MODULES

TIMETABLE

Home

Welcome to the Loop Head Peninsula Digital Academy Learning Hub



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CHAT

What's your #1
digital marketing challenge?



My Authentic Story

Business story



```
graph TD; A[Backstory] --> B[Description of product / service?]; B --> C[Unique selling points];
```

Backstory

Description of product / service?

Unique selling points

Target audiences

Audience Name	Audience Description
Audience 1	<ul style="list-style-type: none">• Location• Age• Interests• Digital behavior
Audience 2	<ul style="list-style-type: none">• Location• Age• Interests• Digital behavior
Audience 3	<ul style="list-style-type: none">• Location• Age• Interests• Digital behavior

Pillar messages for each audience

Audience Name	Pillar Messages
Audience 1	<ul style="list-style-type: none">• Message• Message• Message• Message
Audience 2	<ul style="list-style-type: none">• Message• Message• Message• Message
Audience 3	<ul style="list-style-type: none">• Message• Message• Message• Message

Competitors

(three similar companies in Ireland/globally)

Competitor Name	Web Address
Competitor 1	• URL
Competitor 2	• URL
Competitor 3	• URL

Current digital footprint

Digital Platform	URL
Website	• URL
Facebook	• URL
Instagram	• URL
Other	• URL
Email Marketing	• URL

Customer experience

Tell us about your authentic story and the promise to the customer. Describe their experience with you, why they choose you, why they come back. How do you add value?

150 words and paint a picture.





CHAT

Describe one product/service you
are promoting / selling online?

EXAMPLE

*Weekend adventure break to 25-40-year-old
couples/groups within a mid-budget range from
mainland Europe*



Time Out

Understanding the Digital Age Consumer

Understanding Digital Age Tourism

COMMERCIAL VALUE

TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO
GLOBAL ECONOMY IN 2019

9.25tr USD

NUMBER OF INTERNATIONAL TOURIST ARRIVALS
WORLDWIDE IN 2019

1.46bn

GLOBAL LEISURE TRAVEL SPEND IN 2019

4.715bn USD

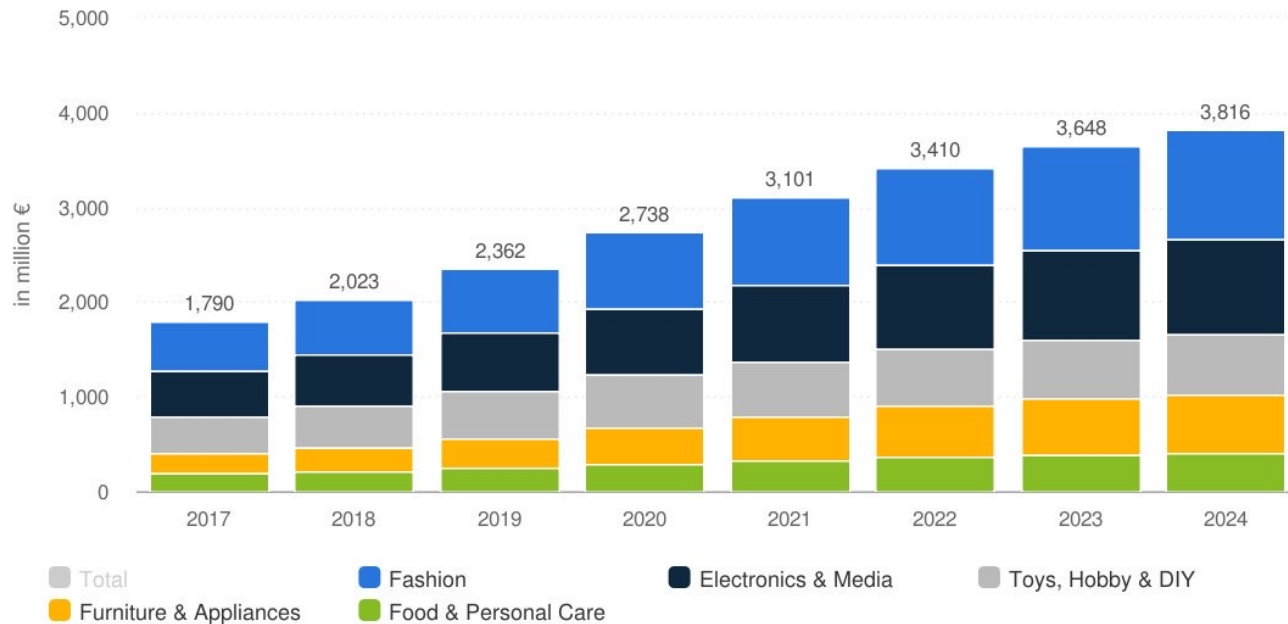
Source: <https://www.statista.com/topics/962/global-tourism/>



The Digital Economy

Revenue in the eCommerce market

in million € (Ireland)



Source: Statista (COVID-19 impact will be implemented Q2 2020), January 2020

Ireland's 2025 Tourism Strategy

*By 2025, the Government's ambition is that overseas tourism **revenue** will reach **€5 billion** in real terms.*

Employment in the tourism sector will be **250,000** by 2025, compared with around 200,000 at present.

There will be **10 million visits** to Ireland annually by 2025



Resource: <https://www.gov.ie/en/publication/7e58d7-people-place-and-policy-growing-tourism-to-2025/>

Creating the Desire to Travel & Meeting Visitor Expectations

- *Landscape*
- *Adventure*
- *Hospitality of People*
- *Food*
- *Accommodation*
- *Experiences*



Resource: <https://www.gov.ie/en/publication/7e58d7-people-place-and-policy-growing-tourism-to-2025/>

The Irish Tourism Experience



Source: Fáilte Ireland

Personas That Choose Ireland

Culturally Curious Travellers in the over 45 age group taking a holiday with their partner. They are out to broaden their minds and expand their experience by exploring new landscapes, history and culture.

Great Escapers These tend to be younger and are specifically interested in rural holidays. Great Escapers are on holiday to take time out, and experience nature at close range.

Social Energisers Younger visitors who like to holiday in groups or as couples. Friends or colleagues looking for an exciting trip to a new and vibrant destination.



New Personas for 2021?

Safe Staycationers Couples, friends or Families looking for a break in a COVID-19 safe county

Optimistic Outdoors Lots of outdoors adventure, packaged and safe.

Quick Getaway Last minute short break with food, accommodation and activity included.

Sustainable Tourism Conscious of air-miles, carbon footprint and responsible tourism.



Government commitment to Sustainable Tourism

“Transition Ireland to a resource efficient, low-carbon and climate resilient future, and notes that that this sustainable approach to economic development complements the core strength of our economy in the use of natural resources across a number of sectors, including tourism.”



Understanding Digital Age Consumers

**YOU ARE COMPETING IN A GLOBAL MARKETPLACE
BUT YOU HAVE ACCESS TO THE GLOBAL MARKET
BUT COVID-19 HAS DISRUPTED INDUSTRY
SO WE NEED TO INNOVATE**



Understanding the Digital Age Consumer

BEHAVIOUR

- Curious – want lots of information
- Impatient – want immediate answers
- Demanding – high expectation of responsiveness

ONLINE ACTIVITY

- Mobile – search & social
- Omni-Channel – search, social, email, app, messaging, booking engines
- Content Format – video, Stories, long-form text, photos, reviews, ratings



Meet the Digital Age Consumer





CHAT

What's the inspirational trigger of
your ideal customer?

How to map our business
to our ideal consumer



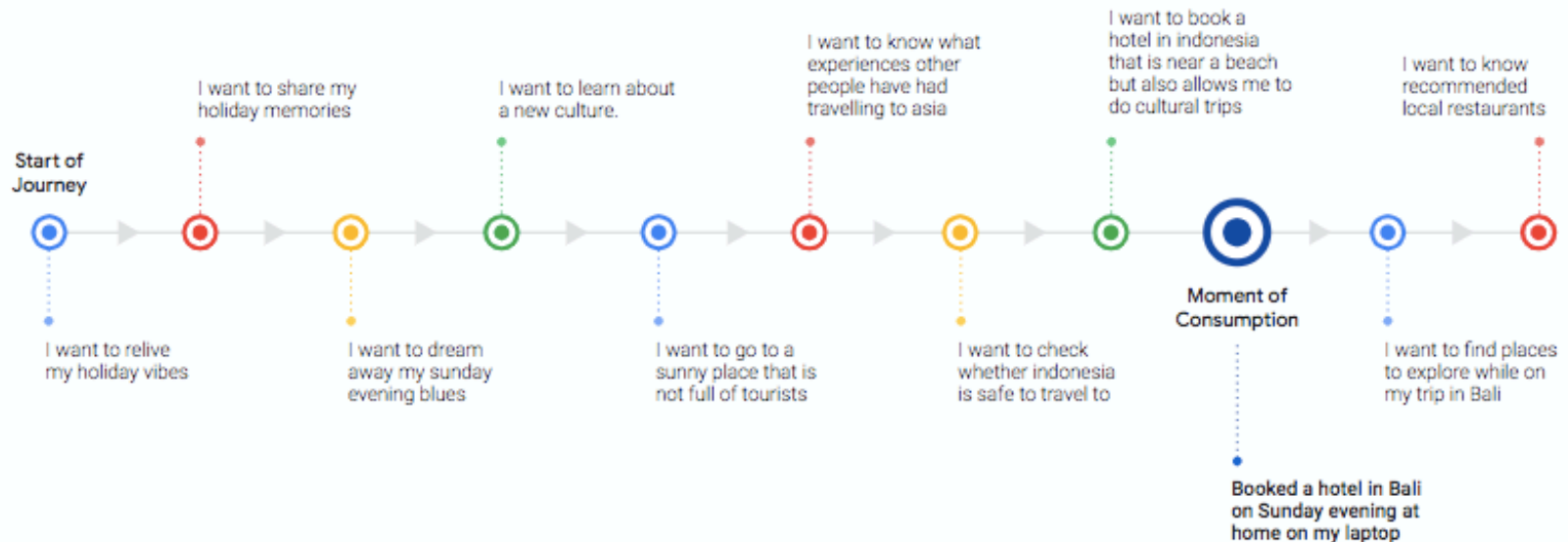
CHAT

Let's make some predictions...what
will business look like for you in
2021?

Mapping the customer journey

EXAMPLE

Micro-moments Map





Whiteboard Brainstorming



Time Out

Resource: Growing international sales toolkit

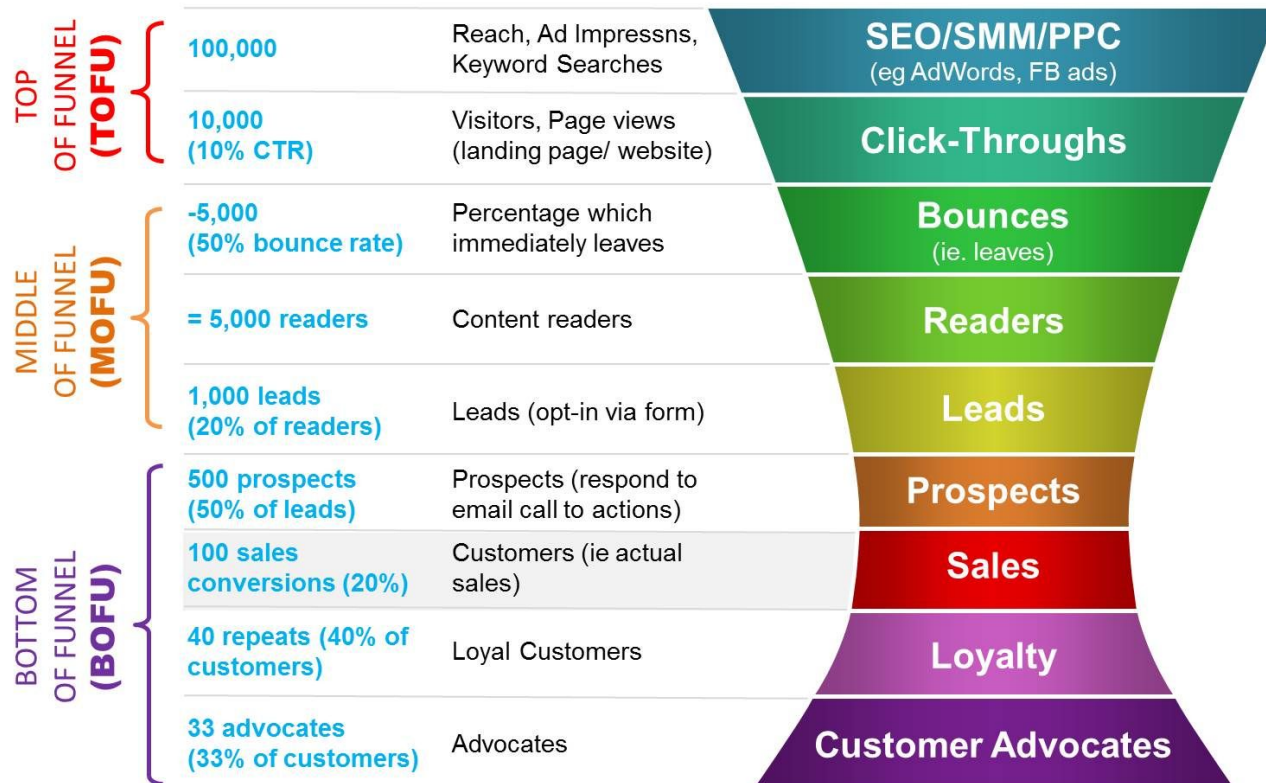
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[International-Sales-interactive_1.pdf](https://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/2_Develop_Your_Business/3_Marketing_Toolkit/9_International_Sales_Toolkit/FI-Growing-International-Sales-interactive_1.pdf)

Understanding Search Marketing & Social Media Marketing

Understanding Search Marketing & Social Media Marketing

Digital Marketing Funnel (Analytics)



Digital Marketing: Essential Approach for Online Success

Digital Marketing: Essential Approach for Online Success

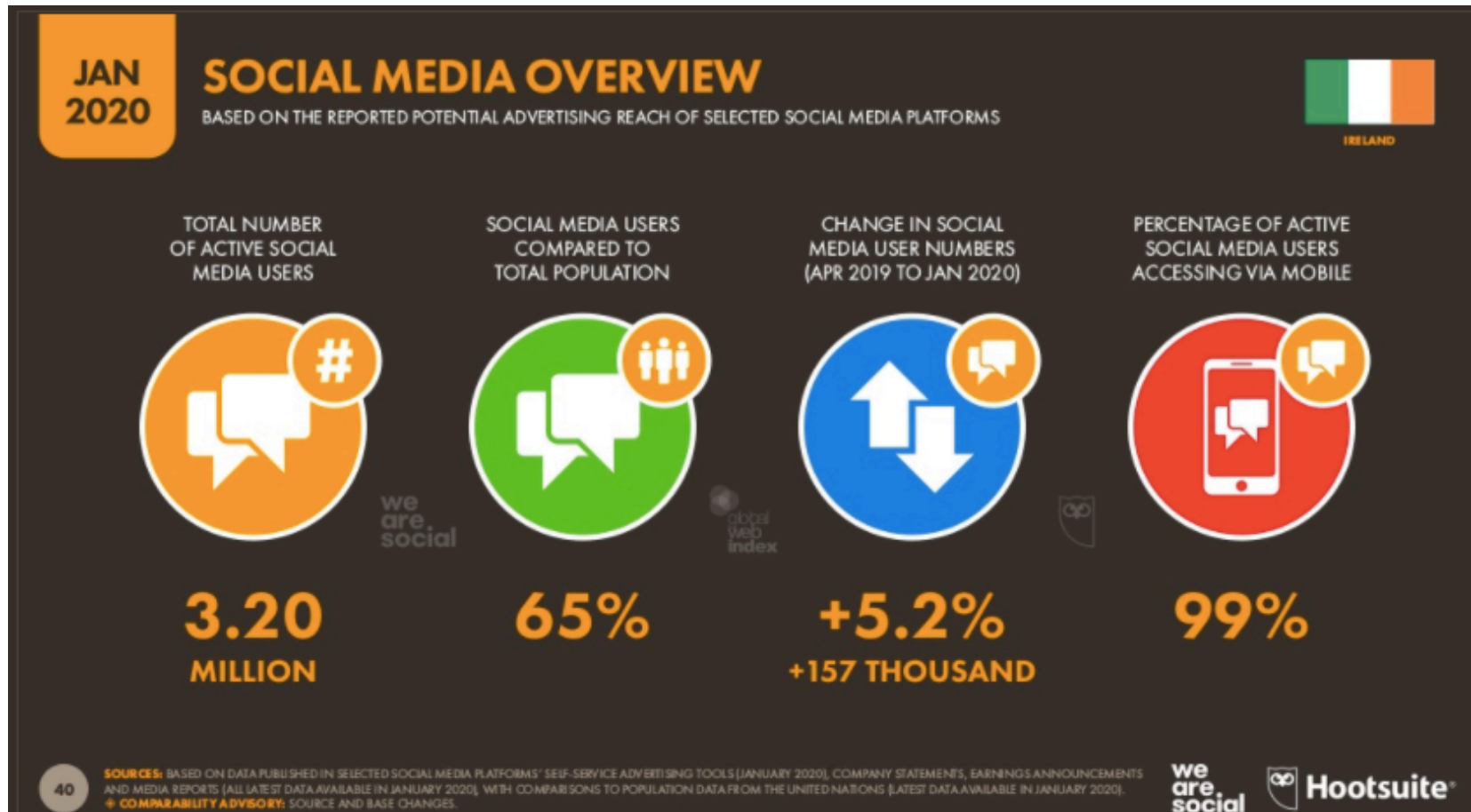


You need to be discovered!

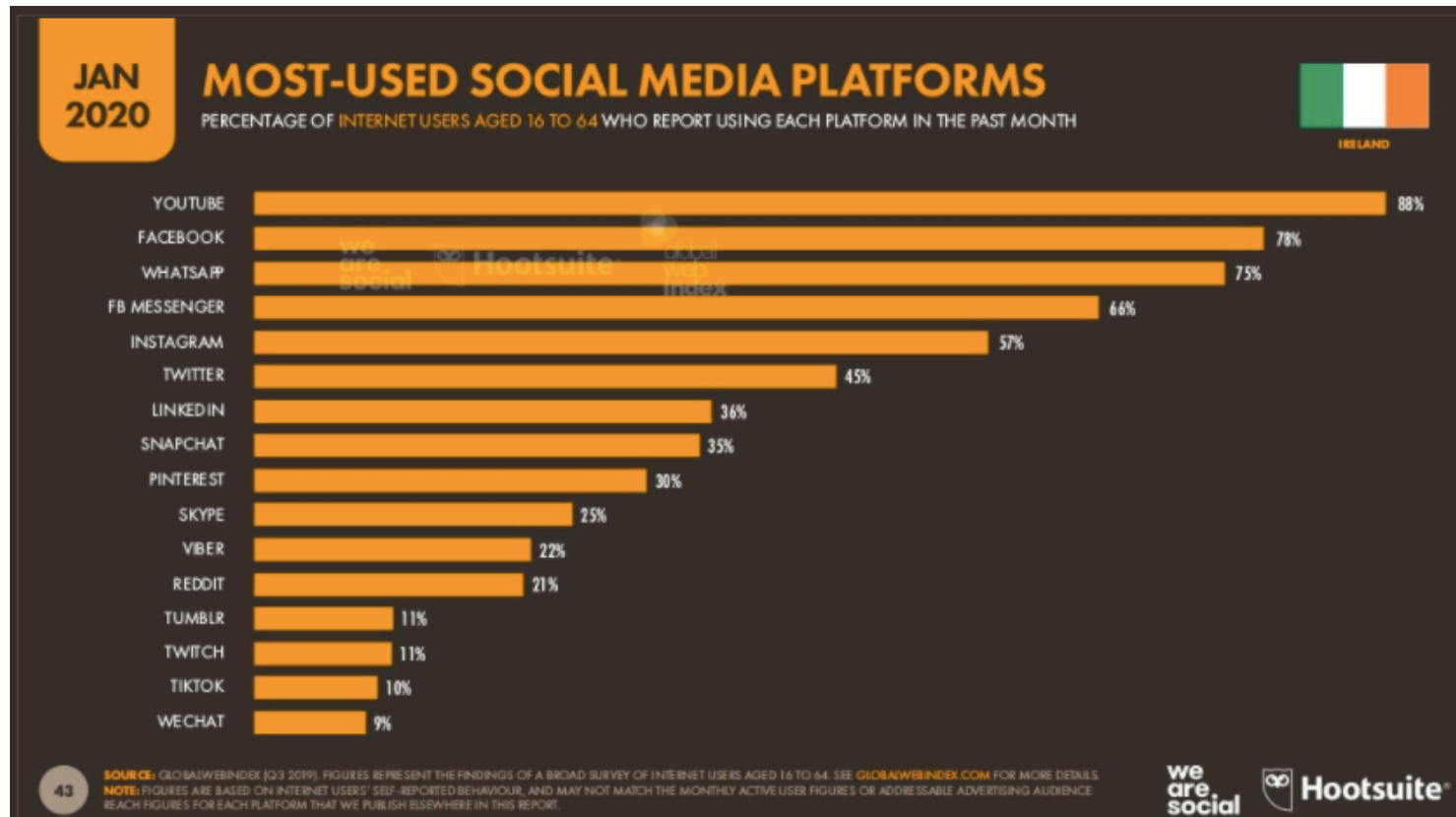
The Internet

Right Now

Social media in Ireland



Social media in Ireland



Digital channels for marketing

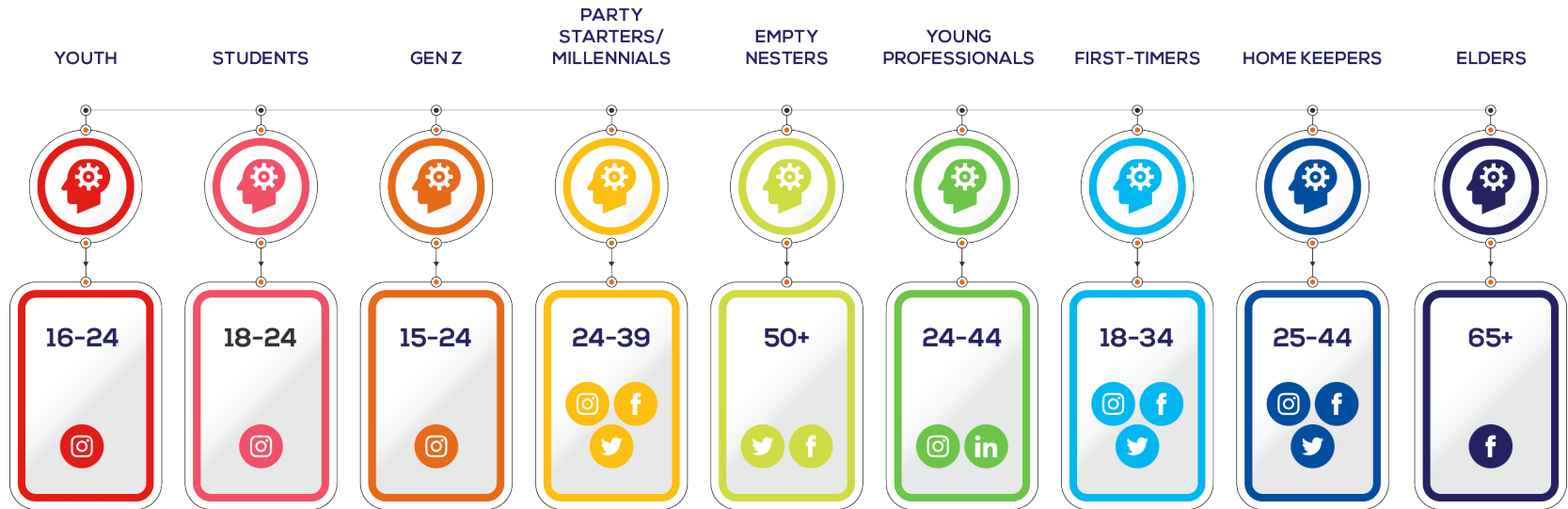
Drive traffic to your own digital real estate



The Irish Digital Landscape

- Growing social media consumption by consumers
- Growing digital spend by businesses
- Facebook & Google capturing market share for digital spend
- Voice a growth opportunity (podcasts)
- Content marketing converting at high rates
- **‘Browse and buy’ commonplace among Irish consumers**
 - People are increasingly pressing ‘purchase’ on their mobile phones.
 - Revenue on mobile devices has been the big mover again this year growing by 69%.
 - Mobile now accounts for a whopping 54% of revenue and 70% of traffic.
 - However, big ticket purchases are still more likely to take place on desktop.
But the decision to buy is made online! **ROBO – research online buy offline**

Clarify Your Audience Personas



The Commercial Opportunity

TRAFFIC			REVENUE					
	Organic	Paid Search	Direct	Email	Social	Display	Referral	Other
Retail	32%	33%	12%	9%	8%	2%	1%	2%
Multi-Channel	38%	24%	13%	13%	8%	1%	1%	2%
Online Only	24%	46%	10%	4%	9%	5%	2%	1%
Travel	47%	19%	17%	1%	4%	2%	7%	2%
Travel - Hotels	34%	20%	21%	2%	3%	5%	12%	3%
Travel - Tickets & Tours	54%	19%	15%	1%	5%	1%	4%	1%
Overall	33%	32%	12%	9%	8%	2%	2%	2%



CHAT

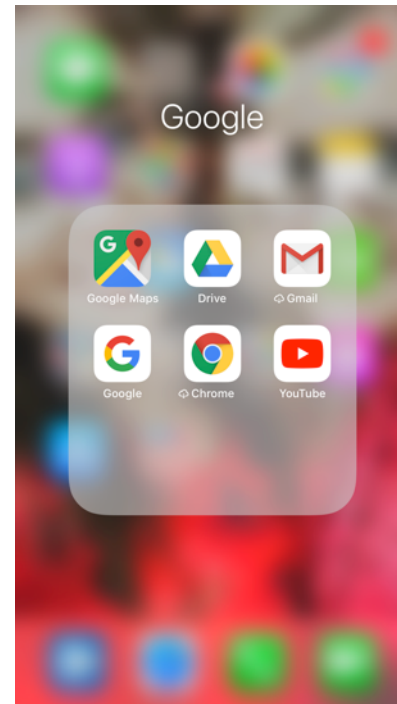
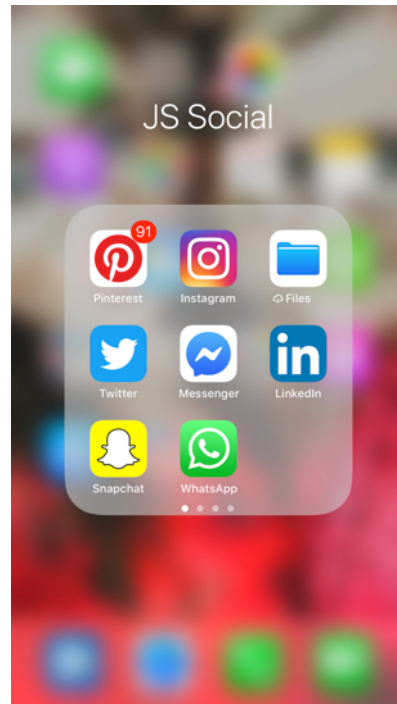
What's your commercial
opportunity online?



Did you know?

*76% of people think marketing has **changed more in the past two years** than it did over the previous 50*

Are you serving the Goliaths of the Internet?



SEARCH FOR YOUR CUSTOMER

Intent

Information-obsessed

Impatient

Inspired micro moments

Increased mobile conversion

SEARCH FOR YOUR BUSINESS

Discoverability

Authority

Relevance

Digital footprint

Mobile optimised

Mastering the art of digital marketing hinges on your ability to understand your customer, be discoverable and proactively engage across the social web...

Google™





Let's talk about Search:
the heartbeat of your digital marketing strategy



Did you know?

*The **average word-count** on a piece of content that ranks on the 1st page of Google's SERP is **1,890 words**.*

Funnel your fans and grow your list

WHAT IS YOUR LIST-BUILDING STRATEGY?

- What can I provide to **gain trust** to provide an email address?
- How am I going to **engage weekly** to maintain interest and value?
- What's my **value proposition rate**?
- **When** do I sell?
- **How** do I sell?
- What's my **conversion rate**?

Digital marketing audit checklist



Customer persona and triggers

- niche down on ideal customer, dial up your authority



Customer journey and associated funnel



Authority

- SERP rankings, publications, podcast, YouTube Channel, testimonials, products, services, online PR



Optimised website

- mobile UX, sales pages, speed, SEO, content, video, form filling, payment gateway

Digital marketing audit checklist



Content plan

- keyword research, long-form content, video, podcast, blog, freebies, webinars, social media, content re-purposing



Social media

- B2C V B2B, platform choice, conversation, video, livestream, Stories, CTAs



Email marketing

- explicit permission, list-building, value-add, funnels, automation



SEO

- keyword research, link building, long-form content, YouTube, guesting, online PR

Digital marketing audit checklist



Social advertising

- Google PPC, Facebook, YouTube, Twitter, Instagram, LinkedIn



Metrics

- Goals in Google Analytics, unique sessions, time on site, retention V new traffic, geo, day/time on site, page views, funnel conversions and blockages



Software

- WordPress, AgoraPulse, ActiveCampaign, LinkedIn Sales Navigator, LearnDash LMS, WooCommerce, Social Warfare, Vyond, Doodle, Promo, FanPage Karma, Google Keyword Planner, Zoom, Canva, Talkwalker



Time Out

What is a
connected consumer?

What is a connected consumer?

Device

Omni-channel

Personalisation

Video content

Responsiveness

Reviews

Informed





Breakout Room



BUSINESS CASE STUDY



Persona



Marketing, communications staff and managers working in
Government and public sector

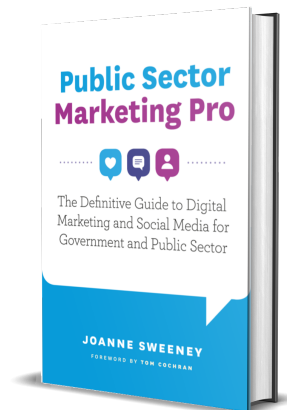
Know Your Audience Triggers & Needs

*Lack digital skills and knowledge, promotional prospects,
digital marketing for public interest messaging,
governance, scaling digital in large complex organisations,
confidence, peer-to-peer network, existing courses focus
on business and not as relevant.*



Your Online Presence

Build your authority with content and customers will find you and come to you.





Productise Your Knowledge
(or define your product to a defined target audience)

- Diploma in Digital Communications for Public Sector
- Diploma in Social Media for Public Sector
 - Certificate in COVID-19 Digital Crisis Communications for Public Sector

Sales Strategy

- Systems and software
- Build my email list
- Develop products that solve problems
- Focus Groups
- Social advertising for international clients
- Passion about the niche
- Content marketing
- Public Sector Digital Marketing Summit
- Accreditation for my courses



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- ✓ Sold out national Summit 2018 & 2019
- ✓ 100 online students
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- ✓ 2,000 ideal customers on email list
- ✓ Niche client portfolio increases by 500%
- ✓ New consulting projects
- ✓ New passive online revenue streams





1 big takeaway
from this session



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THANK YOU!

See you on the next session...

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2040

