Digital marketing buyers’ checklist

Prepared for the CIPS Marketing SKG
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A quick intro to Reform

We are a team of consultants and analysts made up of digital specialists and business experts.

We empower our clients to achieve business growth by providing digital solutions that are:
- Appropriate
- Collaborative
- Designed to enhance competitive advantage
- Independent – we do not sell ‘delivery’ solutions
- ROI focussed
We answer business questions

- “How can I develop new revenue streams for my business?”
- “My CEO doesn’t think we should be on Facebook. Is he right?”
- “My marketing function doesn’t seem to be able to deal with the pace of change in this industry. How can we re-skill and re-structure the team?”
- “What are my customers and competitors doing online and how can I improve our visibility, engagement, reputation and ROI?”
- “How can I make our digital marketing operation more efficient?”
When clients come to us

Moving online or building online knowledge
Looking to increase market share
Turning around an underperforming or inefficient business
Buying a business
Launching a business
Our clients

- Austin Reed
- IPA
- The Dune Group
- Debenhams
- Getty Images
- Eloquii
- Angel Investment Network
- CIPD
- The Hideaways Club
- Jupiter
- KETT Country Cottages
- Unbiased.co.uk
Why I’m qualified to talk to you today

• 16 years in digital marketing
• Lead consultant on CIPD and IPA – helping them to design and deliver digital best practice in advertising and HR
• Lead consultant on ebiquity and AAR partnerships, helping to identify digital media efficiency and agency best practice
• Worked with client AND agency teams to build profitable digital operations
• Co-founder of Mentoring Digital Minds
What is digital marketing?
Navigating the digital marketing landscape
Breaking it down: digital is…

- People
- Process
- Data
- Technology
Value assessment

- People
  - Marketers
  - Technicians
  - Analysts
  - Designers
  - Artists
  - Scientists
  - Architects
  - Project Managers
  - Client service & account managers
  - Editors & copywriters
Check there is sufficient investment in digital talent

• What does the agency do to minimise staff churn?
  – What are their Gen Y friendly culture policies?
  – Incentives & rewards
  – Investment in personal development
  – Balance of managers vs. practitioners, thinkers vs. doers
Value assessment

- Process
  - What processes are there?
  - How is the operation managed?
  - Efficiency?
  - Transparency (for clients)?
  - Knowledge sharing / transfer?
Value assessment

- Data
- Data streams
- Ownership (agent or client)?
- Where? Accessibility
- Ongoing management & analysis
- Cross-team sharing
- Compliance
Value assessment

- Technology

- Contract ownership
- Pricing model
- Training e.g. new starter
- Ongoing tech support
- Platform-agnostic?
- Hidden costs
- Commitment to testing new technologies
The digital value pyramid

- **‘Thinking’ skills** (creative, analysis, strategic)
- **‘Doing’ skills** (building, writing, technical maintenance)
- **‘Premium’ advertising** (negotiation)
- **Exchange / auction advertising** (no negotiation)
- **Technology** (tracking, planning tools, campaign management software)
Do’s and don’ts of digital marketing purchasing

• Don’t be daunted by the geek speak!
• Don’t let price lead your decision making
• Do pay for ideas and don’t undervalue the people
• Don’t ‘buy’ digital as a value add
• Don’t assume technology means automation
• Do own your data, tech licenses and affiliate agreements
• Ensure reports (formats and metrics) are business-friendly
Do's and don’ts of digital marketing purchasing (cont.)

- Do ensure your marketing team is trained to manage agencies
- Do agree service levels and performance targets/bonuses
- Do beware of smoke and mirrors, esp. around “tools”
- Don’t buy global for local – understanding local users is key
- Do try to keep up (we all have to)!
Just a word about mobile

FACT: mobile internet usage is projected to overtake desktop internet usage by 2014 (source: Microsoft Tag)

• How much do your agencies really know about mobile? Seek case studies and manually search for evidence via your phone
• How much does your marketing team know – practically – about mobile?
• Are your websites mobile-friendly (incl. mcommerce)?
And one final client perspective

“Don’t ask procurement to make the decision...the usual procurement model often overlooks the digital excellence you’ll get from off-beat agencies & service providers. The space is an evolution, I am yet to see conventional procurement catch up with the nimbleness, the mind set & behaviour needed in a digital partner. The standard evaluation parameters like size, global footprint & pricing are usually not the best parameters to evaluate a digital provider - it needs to be more consumer experience driven which I don’t think they get yet.”
Learning more about digital marketing

• Buyers guides from Econsultancy
• Continually evaluate new agencies – the smaller and the more specialist often the better
• Visit Ad:Tech, JUMP, InternetWorld, TFMMA
• Ask to spend a day in your digital agencies
• Seek training or advice – start on YouTube
• Repeat all of the above - at least annually!
Any more questions or help required...

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