MAXIMIZING YOUR DIGITAL AND TELEPHONY SPEND

HOSTED BY DIGICEL BUSINESS
WHAT IS DIGITAL MARKETING AND WHY IS IT IMPORTANT TO MY BUSINESS?
DIGITAL MARKETING IS AN UMBRELLA TERM FOR THE MARKETING OF PRODUCTS OR SERVICES USING DIGITAL TECHNOLOGIES, MAINLY ON THE INTERNET, BUT ALSO INCLUDING MOBILE PHONES, DISPLAY ADVERTISING, AND ANY OTHER DIGITAL MEDIUM.

GOOGLE
WHAT ARE THE BENEFITS OF DIGITAL MARKETING VS. TRADITIONAL

- Levels the playing field
- Reduced cost
- Easy to measure
- Real time results
- Refinement of strategy
- No fear of failure
- Bigger exposure
- Viral (however be mindful of bad news)
- Greater engagement
- Overall - greater return on investment
STEP ONE

BUILDING YOUR ONLINE PRESENCE
THINGS TO CONSIDER BEFORE SETTING UP A WEBSITE

What should be taken into account?

- WHY DO YOU NEED A WEBSITE?
- PRIORITISE THE MOST IMPORTANT INFO
- DO NOT OVERCOMPLICATE
- MOBILE OR DESKTOP (OR BOTH)?
WORDPRESS
Basic $1-$5k

WEBSITE
More control over finished product $2k-$20k

WRAP
Ideal for mobile and campaigns $1k-$2k
STEP 2

GETTING SOCIAL

How to find and befriend the people who need your content
GO WHERE YOUR AUDIENCE IS
PRODUCE
CONSISTENT
CONTENT
INCREASING YOUR PRESENCE

SEO, Paid Search and Paid Social
SEO

SEARCH ENGINE OPTIMIZATION - WHAT IS IT?

APPEARING AS HIGH AS YOU CAN IN GOOGLE SEARCH RESULTS

HTTPS://MOZ.COM/BEGINNERS-GUIDE-TO-SEO/HOW-SEARCH-ENGINES-OPERATE
SEO

93% OF ONLINE EXPERIENCES BEGIN WITH A SEARCH ENGINE

GOOGLE OWNS 70% OF THE MARKET SHARE

75% OF USERS NEVER SCROLL PAST THE FIRST PAGE OF RESULTS
PPC

PAY-PER-CLICK (PPC) IS AN INTERNET ADVERTISING MODEL USED TO DIRECT TRAFFIC TO WEBSITES, IN WHICH AN ADVERTISER PAYS A PUBLISHER (TYPICALLY A WEBSITE OWNER OR A NETWORK OF WEBSITES) WHEN THE AD IS CLICKED.
GOOGLE ADWORDS IS AN ADVERTISING SERVICE BY GOOGLE FOR BUSINESSES WANTING TO DISPLAY ADS ON GOOGLE AND ITS ADVERTISING NETWORK. THE ADWORDS PROGRAM ENABLES BUSINESSES TO SET A BUDGET FOR ADVERTISING AND ONLY PAY WHEN PEOPLE CLICK THE ADS. THE AD SERVICE IS LARGELY FOCUSED ON KEYWORDS.
PAID SOCIAL
PAID SOCIAL

WHERE IS YOUR AUDIENCE?
TAILOR CONTENT TO AUDIENCE

WHAT ARE YOU TRYING TO
ACHIEVE? LIKES? FOLLOWERS?
ACTION?

REMEMBER: CONTENT
DICTATES THE MEDIUM
WHAT IS DRIVING THE DIGITAL REVOLUTION?

Data
The Evolution of Data Driven Marketing

- Ad-Tech
- Database Marketing
- 1920s
- 1980s
- 1990s
- Market Research as a discipline
- Online Marketing

TODAY
The Evolution of Data Driven Marketing

“It’s a data arms race”

B. Bonin Bough,
VP, Global Media and Consumer Engagement
@ Mondelez; London 2014

“...I have sales data, supply data, a whole realm of data across the organization. But now I have to understand how to connect those things intelligently”
WHAT IS DIGITAL MEDIA
WHAT IS DIGITAL MEDIA?

DIGITAL MEDIA ARE ANY MEDIA THAT ARE ENCODED IN A MACHINE-READABLE FORMAT. DIGITAL MEDIA CAN BE CREATED, VIEWED, DISTRIBUTED, MODIFIED AND PRESERVED ON DIGITAL ELECTRONICS DEVICES.
WHAT IS DIGITAL MEDIA?

DIGITAL MEDIA VS TRADITIONAL MEDIA

PROGRAMMATIC MEDIA BUYING

WHAT IS PROGRAMMATIC?
USING TECHNOLOGY AND AUDIENCE INSIGHTS TO AUTOMATICALLY BUY AND RUN A CAMPAIGN IN REAL TIME - REACH THE RIGHT USER WITH THE RIGHT MESSAGE.
83% of all digital media buys will be programmatic by 2017

Aims to buy 70% via programmatic

Aims to buy 100% via programmatic

Aimns to buy 100% via programmatic
In 2020 investment in audience buying is projected to exceed Spend in search

Source: IAB UK 2013
MOBILE ADVERTISING: SMS STILL RELEVANT ON ISLAND

AFTER FIVE MINUTES OF RECEIVING AN SMS 95% OF PEOPLE HAVE READ IT VS 7% OVER EMAIL
Where to Spend and get value for each cent?

Average Cost to Reach 1000 People

- Newspaper: $32.00
- Magazine: $20.00
- Radio: $8.00
- Cable TV: $7.00
- Google Ads: $2.75
- LinkedIn Ads: $0.75
- Facebook Ads: $0.25
THANK YOU
ANY QUESTIONS?
What is Digital Media?

Media bought through digital channels

Programatic

Media Buying vs. Traditional Digital Media Buying

OPTIMIZING YOUR SPEND IN TELEPHONY
HOW TO OPTIMIZE YOUR TELEPHONY SPEND

PRACTICAL SOLUTIONS AND TRENDS FOR YOUR MOBILE AND FIXED LINE
What is Digital Media?
Media bought through digital channels

Programatic Media Buying vs. Traditional Digital Media Buying

MAXIMIZING YOUR SPEND: PRACTICAL TIPS

What are some of things you can do to ensure that you’re optimizing your spend

• CHOOSING THE RIGHT HANDSET AND PLAN
• HOW TO ASSESS YOUR BILL
• CHANGING YOUR BILL TO SUIT YOUR NEEDS
• SHOPPING AROUND
• ROAMING
• BUNDLING PRODUCTS TOGETHER
ROAMING TIPS

• CALL YOUR OPERATOR BEFORE YOU GO AND EDUCATE YOURSELF ON THE COST
• TURN OFF DATA ROAMING BEFORE YOU LAND IN THE FOREIGN REGION
• ALWAYS CONNECT TO WI-FI ZONES
• USE OFFLINE APPS
• CHANGE EMAIL SETTINGS FROM PUSH TO PULL
• ENSURE THAT WHATSAPP MEDIA DOESN'T SAVE TO PHONE
• "IT CAN WAIT"
• WANDERA AND MOBILE DEVICE MANAGEMENT APPS
TRENDS IN MODERN TELEPHONY
BRIEF HISTORY OF THE TELEPHONE

WHERE DID WE START AND WHERE ARE WE NOW?
What is Digital Media?

Media bought through digital channels

Programatic Media Buying vs. Traditional Digital Media Buying
WHERE ARE WE NOW?
VOIP SERVICES

WHAT IS DIGITAL MEDIA?
Media bought through digital channels

PROGRAMATIC

MEDIA BUYING VS. TRADITIONAL DIGITAL MEDIA BUYING
VOICE CONVERGENCE

WHAT IS IT?

THE PBX CONUNDRUM

HOSTED VS ON-PREMISE WHAT ARE THE BENEFITS AND DRAWBACKS?
TRENDS OF CLOUD TELEPHONY

HOSTED PBX WILL BE A $12 BILLION MARKET WITH 62.6 MILLION SEATS BY 2018.

SMALL BUSINESS IS SET TO MAKE UP 53% OF THE MARKET IN CLOUD TELEPHONY

BROADSOFT
WHAT DOES THE FUTURE HOLD FOR VOICE?
WHAT IS DIGITAL MEDIA?

Media bought through digital channels.

PROGRAMATIC MEDIA BUYING vs. TRADITIONAL DIGITAL MEDIA BUYING
THANK YOU,
ANY QUESTIONS?