

5 Top Tips for Surviving in the Digital World

the Digital World

Wessenden Marketing

Consultancy

One-off “health checks” to long-term contract management.

Research

Consumer & B2B. Online, phone & face-to-face. Qual & Quant.

Newsletters & Reports

“Wessenden Briefing” the key newsletter.

Live Events

Workshops, seminars, facilitating. Public & tailored in-house.

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LIVE EVENTS

“Wessenden Briefing” the key newsletter.



Five things you need to know to survive

1. Know your own business

What digital type is your company?

Toe Dippers	Splashers	Swimmers
<p>Not sure what we should be doing, but we need to be doing something.... anything!</p>	<p>We know broadly where we want to go, but not quite sure how to get there.</p>	<p>We know clearly where we want to go and how to get there, but we know that we may get diverted.</p>
<p><i>Quietly panicking</i></p>	<p><i>Frenetically active</i></p>	<p><i>Endlessly twisting the Rubik Cube</i></p>

Digital's share of total company revenues

	Consumer	B2B
Current	19%	51%
Two Years Out	35%	66%
Change	+16	+15

Source: PPA "Publishing Futures"

The digital planning grid

		MEDIUM				
		Website	Email & Enews-letter	Digital Mags (issues)	Digital Apps (tasks)	Social Media
ACTIVITY	Content delivery					
	Promotions & new customer acquisition					
	Comms with existing customers					
	Customer insight	<ul style="list-style-type: none"> • Transactional • Research • CS feedback 				
	Ecommerce	<ul style="list-style-type: none"> • Content • Add-ons 				

DIGITAL CHANNEL	Direct Publisher to User / Mediated & Affiliates / Etailer
DEVICE	Desktop / Laptop + Notebook / Ereader / Tablet / Smartphone

THE DIGITAL END-USER

Five things you need to know to survive

1. Know your own business
2. Know your audience

Digital mag consumers: digital acceptance

Print & Digital Consumption

The Reasons Why

Print Only (76%)	Digital Rejecters (54%)	The reason why <u>not</u>..... <ul style="list-style-type: none"> • Simply prefer print
	Digitally Open (22%)	The reasons why <u>not</u>..... <ul style="list-style-type: none"> • Didn't know I could • Too expensive • Too difficult
Digitally Active (24%)	Print + Digital (20%)	Benefits of digital over print..... <ul style="list-style-type: none"> • Takes up less space (46%) • More environmentally friendly (39%) • Anytime, anywhere access (35%) • Start reading immediately (25%) • Easier to store back issues (24%) • Cheaper than print (20%)
	Digital Only (4%)	

Digital mag consumers: digital usage

A black tablet with a white screen. The screen displays the text 'Title Choice' in red, followed by 'Migraters', 'Enhancers', and 'Experimenters' in black. The tablet is shown from a slightly elevated angle, casting a soft shadow on the surface below it.

Title Choice

Migraters

Enhancers

Experimenters

Digital mag consumers: digital usage

Title Choice

Migraters

Enhancers

Experimenters

Reading Experience

Conservatives

Moderates

Radicals

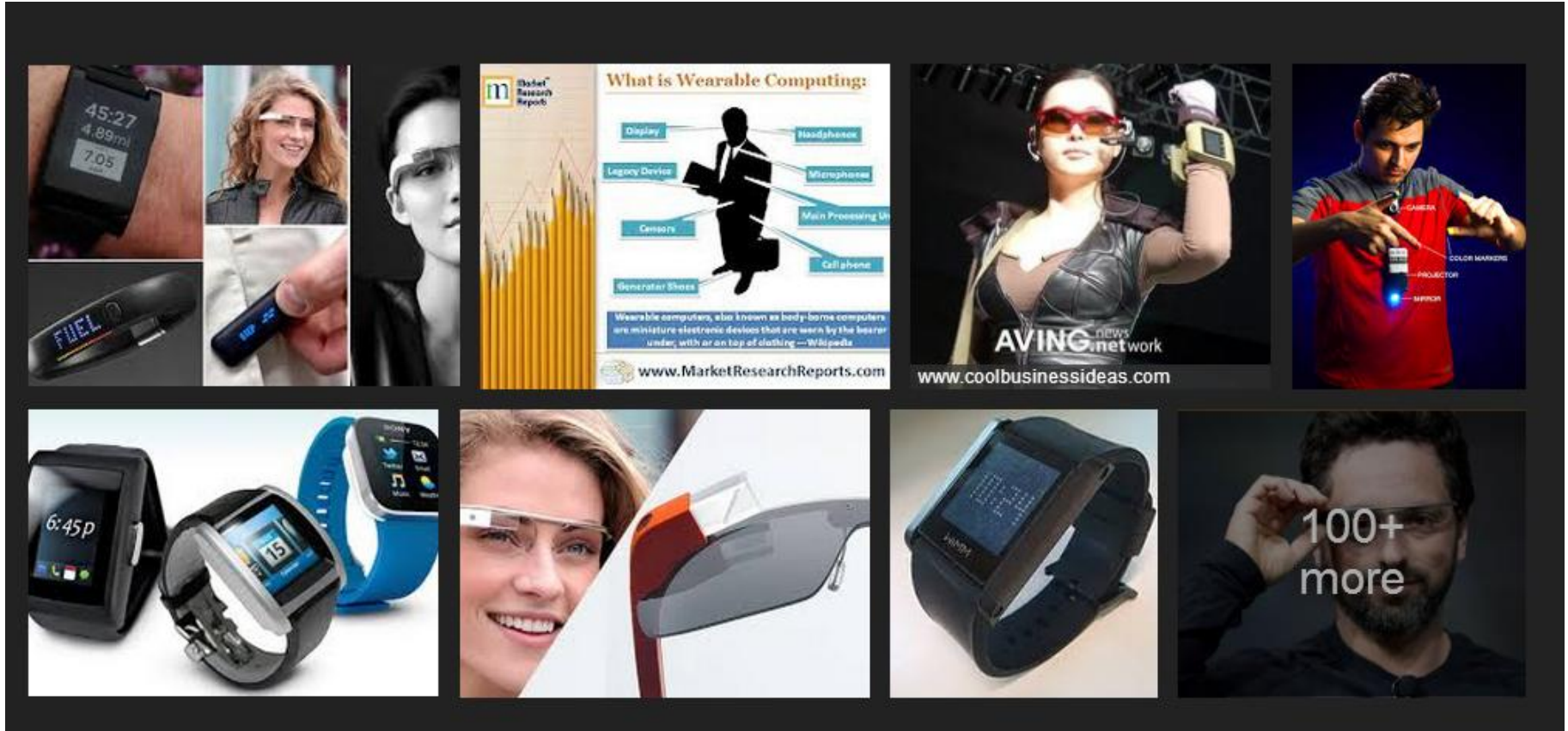
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3. Know your partners

Five things you need to know to survive

1. Know your own business
2. Know your audience
3. Know your partners
4. Know your competitors

5. Know what is out there



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1. Know your own business
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4. Know your competitors
5. Know what is out there

A few more thoughts.....

- **People matter now more than ever**
- **Share knowledge internally as a priority**
- **Be clear what “good” looks like**
- **Recognise that you cannot do it all yourself**
- **Try to keep it as simple as possible**

A final thought!.....

You may not have a strategy,
but you have to have a plan.....

Prioritise. Prioritise. Prioritise.

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A black tablet is held by two hands, one on the left and one on the right. The screen of the tablet is white and displays the text 'Thanks!' in large black font with a red exclamation point, and 'Questions?' in large black font with a red question mark. Below the text, the email address 'jim@wessenden.com' is written in red. The background behind the tablet is a light gray gradient.

Thanks!
Questions?

jim@wessenden.com

Jim Bilton Managing Director
Wessenden Marketing & Brandlab Research