

# The **art** of digital media

department

**Are you aware of  
the many business  
benefits associated  
with digital media?**

# The business case for investing in high-quality digital media

## SOME VALUABLE INFORMATION

This book aims to demystify the technology and lay bare the claims that surround digital media, but first let's explore what digital media actually is.

Digital media used to be described as 'new media' (and in some circles it still is). Websites, email, intranets, extranets, PowerPoint presentations, Flash animations, CGI (Computer Generated Illustrations), DVDs, CD-ROMs, HD, 3D, social media, mobile apps – all come under the umbrella description of digital media. And with the British television network switching from analogue to digital, you can now add television to the list. Cinema, however, still hides in the dark side with all digitally recorded adverts being converted to traditional film.

**Digital media surrounds us 24/7 and can greatly influence the way we think.**

# What value do you place on your website?

## **THIS AUDIT SHOULD HELP YOU ANSWER THIS QUESTION...**

- › Is the objective of your site to – drive sales, impart information, increase brand visibility, other?
- › Of these objectives which is the most important?
- › To what extent did this influence the overall design and development?
- › What budget did you set for the development?
- › Does the investment reflect the objectives?
- › In relation to all other marketing initiatives how does this investment compare?
- › Has it been designed to effectively tie-in with your overall brand?
- › Is it suitably different to other sites within your market?
- › Is it easily found on the search engines?
- › Has it met your objectives?
- › Does it get positive feedback from visitors?
- › When was the last change you made to it?
- › Does it use a CMS (Content Management System)?

# There are three main types of website...

## **WHICH TYPE DO YOU HAVE?**

### **POSITIONING – [www.jaguar.com](http://www.jaguar.com)**

Objective: to experience the brand, build desire, value the culture, love the service or product, increase awareness, be talked about.

Style: stunning imagery, use of film, provocative copy, beautiful layouts, Flash animation.

### **INFORMATION-LED – [www.bbc.co.uk](http://www.bbc.co.uk)**

Objective: to impart high-quality information.

Style: busy but not cluttered, multiple features and mini ads, a tiered approach to copy, many levels.

### **E-COMMERCE – [www.amazon.co.uk](http://www.amazon.co.uk)**

Objective: to sell, sell, sell.

Style: professional, trustworthy, easy to navigate, testimonials, product and service features, mini ads.

# How can you stand out from the crowd?

## **NOT ALL NEWSPAPERS ARE THE SAME**

If we draw a comparison with newspapers, they are all information-led and to a degree, they all look the same – headlines, stories, supporting pictures and printed on newsprint.

### **What makes the difference?**

Content.

Sensational or hard hitting, engaging or in-depth, intelligent or thought provoking – whatever your preference, the fact is, they are all defined by their content. **The same should go for your website.**



**Content is the most important element of any website – not the layout or functionality!**


**Newspapers –  
same readers,  
new content.**

**Websites –  
new readers,  
same content.**

## **YOUR CONTENT HAS TO BE KING**

With sites like the BBC, the information changes by the hour keeping people up-to-date with regular news. But for most information-led business sites you have more than 24 hours to develop your content because your readers will not expect new content every day. This may change in the future but for now at least, most sites are read more like brochures and less like newspapers.

**Be warned, this is already changing.**



**We can help you build a  
much better understanding  
of managing your content.**

# Content is king, so follow these easy steps to improving your site

## **INFORMATION-LED IS FINE – BUT MAKE IT INTERESTING**

- › **Make sure you have a great front page. Research shows that people form an opinion about a site in less than 1 second of opening the home page. Alarming, but true.**
- › **Find out what your target audience is most interested in and make sure this is effectively communicated.**
- › **Don't try and tell every story on the front page.**
- › **Don't rely on links alone to steer your reader – use mini ads as support.**
- › **Write in a style that gets to the point quickly.**
- › **For large chunks of copy (especially technical detail) use PDF attachments for people to download, file and send to others.**
- › **Think like a newspaper editor – keep the copy interesting, informative and relevant. Don't just fill spaces with long-winded and dull text.**
- › **If you don't have the skills to write informative and engaging text, then employ a professional copywriter to do this for you.**



# How much? Be cautious and question cheap quotes

## **EVERYONE LOVES A BARGAIN BUT MAKE SURE YOU ARE COMPARING LIKE-FOR-LIKE ON WEB QUOTES**

- › What type of site is being quoted for? (see p7)
- › Is content being managed for you?
- › Is the web strategy sound?
- › Is the site being developed in relation to your overall brand strategy?
- › Have issues on SEO been discussed? (see p19)
- › Is the CMS being developed using Joomla or WordPress? (see next page on CMS)
- › Is the design/programming being farmed out to a 3rd party?
- › If 3rd party providers are being used, are you happy with the quality of their work?
- › Will the overall design and layout be unique to your company?
- › How will the project be managed and what level of on-going support is available?
- › To what degree will it meet your requirements?
- › How will imagery and text be managed and what quality will it be taken to?

# Manage your content with your own CMS

## **CONTENT MANAGEMENT SYSTEMS**

It is important to note that there can be significant differences in Content Management Systems. To help, we have outlined the main differences below.

### **OFF-THE-SHELF CMS**

There are a range of software packages that offer CMS functions, such as Joomla and WordPress.

#### **Benefits**

It can be a cheaper option compared to custom-build.

#### **Drawbacks**

It tends to be a one size fits all approach and is often more complicated than it needs to be. They can also be less intuitive to use in comparison to the best custom CMS solutions.

### **CUSTOM CMS**

As the description implies, this is a system that is built specifically to your site's requirements. The quality of this solution is, of course, dependent on the quality of the developers behind it.

#### **Benefits**

Easier to use and built to fit your site requirements. More intuitive to use and fully supported.

#### **Drawbacks**

Can be more expensive.

# Search Engine Optimisation can make a big difference to your Google rankings

## IMPROVING YOUR POSITION

Not everyone understands the benefits of Search Engine Optimisation (SEO) and how it can improve your positioning or ranking – so we have listed some fundamentals you should at least consider.

- › **Nobody can guarantee a number one search position unless it's a sponsored listing and you pay for it.**
- › **Content relevance and website linking are more important than key word and meta tag descriptions to achieve a top position.**
- › **Research your search terms relevant to your target audience before embarking on SEO.**
- › **Finalise your top three phrases and place all effort on these as a first step.**
- › **Do your own search using these phrases and check what position your main competitors achieve.**
- › **If the major players within your market don't appear on the first page, chances are your phrases are wrong.**
- › **SEO should be entrusted to a professional company who can demonstrate good ranking on their own site, or handled by a member of your staff who is knowledgeable in this area.**

# The art of PowerPoint presentation

## ENGAGE WITH YOUR AUDIENCE

Unfortunately, most of us are not blessed with the wit and timing of Billy Connolly or the dulcet tones of David Attenborough. But with the right approach you can greatly enhance your presentation and audience experience.

Some points to consider...

- › **Avoid using too many bullet points.**
- › **Use headings and imagery and use your speaker notes to expand on the slide.**
- › **Invest in high-quality imagery.**
- › **Make sure the presentation flows and has the same look throughout.**
- › **Never use clip art or over-used library images.**
- › **Employ a professional designer and writer to help shape the presentation and adopt a template approach that can be easily edited in the future.**

**What value would you put on having a presentation that leads to new business?**

# A few more power-points

## HIDE YOUR SPEAKER NOTES

PowerPoint is a great tool for presentations but it needs to be used correctly. Here are a few tips on delivery...

- › **Minimise the amount of text you repeat out loud to your audience, unless it's to drive home an important point.**
- › **Use your 'hidden' speaker notes that PowerPoint offers, for keeping you on track.**
- › **Pause after each new slide is shown. Slides should show interesting images and thought-provoking statements, so ensure that the audience has time to absorb these before talking.**
- › **Study the body language of the audience. If things are not going well you can say less on certain slides to keep things moving. By keeping the slide to an image and statement you control the pace of the presentation.**



**A professionally designed presentation will give you confidence to deliver.**

# Taking your presentations to the next level...

## **LIGHTS, CAMERAS, ACTION!**

You have sorted your PowerPoint and you are more confident than ever about your next presentation, but can it be improved?

PowerPoint can play film, animation and sound, but for high-level use of digital media there are other software packages that are better equipped to deliver such presentations. Here are some reasons why going beyond PowerPoint for future presentations might be a good investment.

- › **Film, sound and animation produced to a high level is extremely engaging and will greatly enhance your presentation.**
- › **You have a captive audience (daunting for some) and this is the time to impress!**
- › **Animation and film can act as a scene-setter or be used to punctuate your presentation at key moments throughout.**
- › **Your audience will appreciate the effort you have made in making your pitch and staff will feel a sense of pride with delivering a high-quality presentation.**
- › **The initial investment could be paid for many times over with the first conversion.**
- › **If you don't explore this, chances are your competitors already have.**

# Why do film and animation costs vary so much?

## THE ART OF FILM AND ANIMATION

Have you ever had the misfortune of sitting through a dull, uninspiring and unnecessarily long company promotional film? This experience can make the very worst of television seem like a breath of fresh air.

Film and animation at the high end is a very labour intensive craft delivered by professionals at the top of their game – it also has the ability to influence people in a way that no other medium can get near.

### So is it costly?

Well that depends on what your objectives are. If a £10K presentation or £50K film significantly helped you to land a high-value project, then logic would suggest that it was a worthwhile investment, especially if it continued to pull in such projects. That same presentation or film could also increase awareness of your brand tenfold and in a very short timescale compared to many other methods of marketing.

**Communications using film and animation should have high production values or will fail in their objectives.**

# Has unsolicited email become part of life?

## GET YOUR EMAILS OUT THERE

When was the last time you found yourself opting out of a site that sent you an email offer? Most of us now accept that this is just a part of having an active email account.

So take this fact and use email is a sensible and professional way to communicate with your target audience (always include an opt-out link that works).

Here are some ideas.

- › **A link to your website promoting a news feature, a new product or service.**
- › **A compelling offer for loyal clients.**
- › **A compelling offer to attract new clients.**
- › **An invitation to an event.**
- › **An incentive-based survey to gain market intelligence – keep it focussed.**



**A poorly produced email ad will go directly in the bin – where it belongs!**



# How much should I spend on an email campaign?

## **GOOD, BAD, OR DAMN RIGHT UGLY?**

All communications, no matter what medium used, should be supported by the very best in design, otherwise it will not stand out and engage with the target audience. Taken to its extremes, poor design will actually damage your brand and be more harmful than if you send out nothing at all.

With any investment in design you should be looking at the expected return and invest accordingly. There is no point in spending £1k in design to make a £100 gain in sales, but similarly it is very unlikely that a £1k investment in design will result in a £20k return. Unless you have been very lucky.

**Common sense needs to apply with the investment being a sensible match to the desired return.**

# Social Media? For some SMEs the jury may still be out on this one

## **SOCIAL CORPORATES – HOW DOES THAT WORK?**

There are far too many commentators on this subject for us to even scratch the surface of this hotly debated marketing phenomena so here are just a few simple rules to get you started.

**As times change and we start to embrace SOCIAL MEDIA, companies can now reach thousands of people on Facebook. And by using other tools like Twitter and blogging etc, we have the ability to reach a global, mainstream audience.**

**Ekaterina Walter**  
Social Media Strategist, Intel



## FACEBOOK

### The Benefits

- › The ability to register business pages, instead of personal accounts
- › Upload contacts from email clients to establish who has an account
- › Link other networks (Twitter) to your account
- › Create events and invitations through the Facebook calendar
- › 500 million + users and growing, fast
- › Create and join groups relevant to your niche or industry market
- › Create photo galleries – people, products, etc
- › Facebook advertising platform – targets users with similar interests to your company

### The Drawbacks

- › The account needs to be monitored regularly – from privacy settings to friend approval
- › Regular, relevant updates are required to keep friends aware of company activity



## TWITTER

### The Benefits

- › A place to build client/customer relationships
- › Monitor what people are saying about your company, brand or industry/market
- › Rapidly growing user base with over 190 million users visiting the site monthly
- › Smartphone friendly
- › Real-time activity
- › It's a sales channel – Dell attributes more than \$3 million of sales a year to its outlet account
- › Clear guidelines for business use

### The Drawbacks

- › Messages have to be short (140 characters or less) messages need to be succinct
- › Management of the account needs to be hands-on (impossible to keep up with hundreds of followers, so this needs to be managed by Lists etc.)
- › Real-time users expect a quick reply!



## LINKEDIN

### The Benefits

- › Ability to register business pages, instead of personal accounts
- › Rapidly growing user base
- › Good Google PageRank allows your profile to list highly in search results
- › Receive introductions or referrals to prospects (via the introductions tool or outside LinkedIn)
- › Discover relationships between customers, prospects and other contacts
- › Maintain relationship with current customers
- › Get recommendations which are visible to customers and prospects
- › Pick up trends in the marketplace (discussions with customers/competition)
- › All 500 of the Fortune 500 are represented in LinkedIn (at director level +)

### The Drawbacks

- › The need to contact customer services to opt out



## YOU TUBE

### The Benefits

- › It's FREE!
- › A global audience
- › Viral effect – viewers can share content
- › Popularity quickly builds awareness
- › Increases your position on Google's SERPs (Search Engine Result Pages)
- › You Tube highlights your URL and encourages click-through – enhancing your search engine rankings
- › You can create your own customised channel or customer base. Keen viewers usually form a part of this channel and may subscribe. Build your customer list quickly through linked email campaigns

### The Drawbacks

- › Open to negative comments and feedback
- › Video is limited to ten minutes
- › Hands-on management is required
- › Careful tagging of videos is essential to achieve relevant search engine results

## INTERESTED?

This book is one in a series of four that we have written and produced to help our clients arrive at the best approach for their marketing initiatives. We hope you found it informative and welcome any feedback.

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