Being effective in the digital world

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Professional-in-Residence, LSU
March 5, 2010
What is your mission?
If it is public service, what is your budget?
If it is audience and growth, what are your goals?
If it is revenue, what is your target?
If it is engagement, what is your appetite for moderation?
What is your business model?
Vision & Scope?

What resources will you put against this?

Define what success looks like
Audit your content and define digital scope
Do a SWOT analysis of your scope
Include all digital delivery platforms
Define staffing – content creation and technical
# SWOT Analysis Template

State what you are assessing here ____________________________

(This particular example is for a new business opportunity. Many criteria can apply to more than one quadrant. Identify criteria appropriate to your own SWOT situation.)

<table>
<thead>
<tr>
<th>Criteria examples</th>
<th>strengths</th>
<th>weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>advantages of proposition?</td>
<td></td>
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<tr>
<td>Capabilities?</td>
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<tr>
<td>Competitive advantages?</td>
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<tr>
<td>USPs (unique selling points)?</td>
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<tr>
<td>Resources, Assets, People?</td>
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<td>Experience, knowledge, data?</td>
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<tr>
<td>Financial reserves, likely returns?</td>
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<tr>
<td>Marketing - reach, distribution, awareness?</td>
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<tr>
<td>Innovative aspects?</td>
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<tr>
<td>Location and geographical?</td>
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<tr>
<td>Price, value, quality?</td>
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<tr>
<td>Accreditations, qualifications, certifications?</td>
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<tr>
<td>Processes, systems, IT, communications?</td>
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<tr>
<td>Cultural, attitudinal, behavioural?</td>
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<tr>
<td>Management cover, succession?</td>
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<tr>
<td>Philosophy and values?</td>
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<table>
<thead>
<tr>
<th>Criteria examples</th>
<th>opportunities</th>
<th>threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market developments?</td>
<td></td>
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<tr>
<td>Competitive vulnerabilities?</td>
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<tr>
<td>Industry or lifestyle trends?</td>
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<tr>
<td>Technology, development, etc?</td>
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<td>Innovation?</td>
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<td>Global influences?</td>
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<td>New markets, vertical, horizontal?</td>
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<tr>
<td>Niche target markets?</td>
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<tr>
<td>Geographical, export, import?</td>
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<tr>
<td>New USPs?</td>
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<tr>
<td>Tactics: eg, surprise, major contracts?</td>
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<tr>
<td>Business and product development?</td>
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<tr>
<td>Information and research?</td>
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<tr>
<td>Partnerships, agencies, distribution?</td>
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<tr>
<td>Sources, production, economics?</td>
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<tr>
<td>Seasonal, weather, fashion, influences?</td>
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</tbody>
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<table>
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<tr>
<th>Criteria examples</th>
<th>disadvantages of proposition?</th>
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<tbody>
<tr>
<td>Gaps in capabilities?</td>
<td></td>
<td></td>
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<tr>
<td>Lack of competitive strength?</td>
<td></td>
<td></td>
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<tr>
<td>Reputation, presence and reach?</td>
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<tr>
<td>Financials?</td>
<td></td>
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<tr>
<td>Own known vulnerabilities?</td>
<td></td>
<td></td>
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<tr>
<td>Timelines, deadlines and pressures?</td>
<td></td>
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<tr>
<td>Start up, start-up cash-drain?</td>
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<td></td>
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<tr>
<td>Customer, customer, customer, customers?</td>
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<tr>
<td>Effects on core activities, distraction?</td>
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<tr>
<td>Reliability of data, data, data reliability?</td>
<td></td>
<td></td>
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<tr>
<td>People, commitment, leadership?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accreditations, etc?</td>
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<td></td>
</tr>
<tr>
<td>Processes and systems, etc?</td>
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© Alan Chapman 2005-08. Free PDF version of this tool and information about SWOT analysis methods are available at www.businessballs.com/swotanalysisfreetemplate.htm. This is a free resource from www.businessballs.com, which contains lots more useful tools, diagrams and materials. Not to be sold or published.
Back to the future?

Are there opportunities to reclaim an older franchise held by newspapers?

Obituaries, guest books
Weddings, celebrations, photo galleries
Births

Community journalism
Weather ‘help’ blogs
Scene from the soccer fields
School news written by parents
It’s one to one

The reader gets to pick

Know your readers
Enable the delivery of content -- both ad and news content -- based on:
  Who the reader is
  Where the reader is
  What the reader is doing

Readers want content when and how THEY choose to get it
How much of the symphony do you need?

Use audit to determine what, then sort into best platforms

What makes sense on what platform?
  Mobile?
  Newsletters?
  SMS/text alerts?
  Web?
  Facebook?
  Twitter?
  Blogs?
  User-generated content (UGC)

**Usually a matrix of platforms fitting content to the appropriate delivery**
Entrance Sources:

Jan 25, 2010 - Feb 24, 2010
Comparing to: Site

This page was viewed 4,212 times via 50 sources

<table>
<thead>
<tr>
<th>Source</th>
<th>Pageviews</th>
<th>Unique Pageviews</th>
<th>Avg. Time on Page</th>
<th>Bounce Rate</th>
<th>% Exit</th>
<th>$ Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>facebook.com</td>
<td>2,423</td>
<td>2,117</td>
<td>00:02:34</td>
<td>72.20%</td>
<td>60.92%</td>
<td>$0.00</td>
</tr>
<tr>
<td>(direct)</td>
<td>630</td>
<td>525</td>
<td>00:02:48</td>
<td>70.00%</td>
<td>55.56%</td>
<td>$0.00</td>
</tr>
<tr>
<td>tigerdroppings.com</td>
<td>527</td>
<td>473</td>
<td>00:01:49</td>
<td>64.44%</td>
<td>59.39%</td>
<td>$0.00</td>
</tr>
<tr>
<td>google</td>
<td>244</td>
<td>194</td>
<td>00:02:08</td>
<td>59.38%</td>
<td>43.03%</td>
<td>$0.00</td>
</tr>
<tr>
<td>reddit.com</td>
<td>105</td>
<td>102</td>
<td>00:00:35</td>
<td>94.95%</td>
<td>94.29%</td>
<td>$0.00</td>
</tr>
</tbody>
</table>
User-generated content

Is there an opportunity to leverage UGC?

- Citizen journalism?
- Community managers
- Moderation question?
- Photos and video
- Curation opportunities
What is curation?

Perhaps the savior of news sites everywhere ...

Use your expertise to gather the best of the web
Become a one-stop shop for your niche
Market yourselves as just that
Utilize UGC and material from throughout the digital world
Little content creation cost
Aggregation/Syndication
The strength of SEO

Understand how Google and other engines find you

- Write headlines, text, title tags and urls accordingly
- Check analytics on how you are accessed
- Check Google to see where you stand
- Change language as you can to meet the needs
- Don’t put the same content in different wraps
- Don’t use jpgs or flash unless you’re OK that it isn’t crawled
African American Newspapers - Black Press - Ethnic Advertising...☆
Over 250 listings of African American Newspapers & Publications across the United States...
The Alexandria News Weekly; Louisiana Weekly; Monroe Free Press...
www.allied-media.com/Publications/african_american_newspapers.htm -Cached - Similar

About the State Library☆
A joint project of a coalition of Louisiana legal services programs. ...forestry, and wildlife statistics and publications. Louisiana Agriculture Magazine online. ...Indicates where various ethnic groups are concentrated...
www.state.lib.la.us/la_dyn_temp/cfm?doc_id=615 -Cached - Similar

Welcome to The Louisiana Weekly☆
The Louisiana Weekly is being recognized for all of its hard work in civic engagement over...
Xavier University of Louisiana continues its track record of...
www.louisianaweekly.com/ -22 hours ago -Cached - Similar

Welcome to the Louisiana Black Publishers Association☆
Welcome to the Louisiana Black Publishers Association. Contact us at (318) 443-7664.
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www.louisianablackpublishers.com/-Cached - Similar

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Welcome to The Louisiana Weekly...
www.louisianaweekly.com/ -22 hours ago -Cached - Similar

Louisiana Press CMS☆
<n1>Publications</n1> <p><span style="font-size: small">Ethnic Newspapers</span></p>LA Press represents <strong>ethnic publications in Louisiana</strong>...
lapressads.com/cms/niche.php -Cached

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www.louisianablackpublishers.com/-Cached - Similar

Louisiana Folklife: Our Tractional Cultures☆
This essay draws on these publications and the research conducted by...South Louisiana also has pockets of ethnic groups that have resisted total...
www.louisianafolklife.org/...main_introduction_onenpage.html -Cached - Similar

PDF USING NEWSPAPERS☆
File Format: PDF/Adobe Acrobat -View as HTML
Louisiana Newspapers, 1794-1940. Baton Rouge, LA: Louisiana State University, 1941. /Gc 015.071 h62/...Examples of sources listing ethnic newspapers are:...
www.acpl.lib.in.us/genealogy/05newspapers.pdf -Similar

United States Newspaper Program☆
Louisiana Newspaper Project, Special Collections ... The project has microfilmed 300000 pages and includes temperance publications, ethnic newspapers, ... In the 19th century.
How do we see and build new opportunities?

WHAT IS YOUR DIGITAL STRATEGY?
Business’ Reflex Response

IF YOU ENCOUNTER A MOUNTAIN LION:

- FACE LION. BACK AWAY SLOWLY.
- BE LARGE. SHOUT.
- IF ATTACKED, FIGHT BACK.

KEEP CHILDREN CLOSE.
PICK UP CHILDREN WITHOUT BENDING.

Photo credit - Ekai on Flickr / Inspiration: Idris Mootee
Listening beats Talking
Relationships beat Transactions
Open beats Closed

Joshua-Michéle Ross, Digital Business Consultant
1. Listening **beats** Talking

- Most companies are organized to talk...
- Listening delivers products and services better, cheaper and faster...

*Fox Creates Online Community For Viewers*

by Mark Walsh, Monday, Jun 23, 2008 10:34 AM ET

Fox is pairing with social networking service Passenger to launch a private online community giving the network access to ongoing audience feedback on programming and marketing efforts. Made up of some 2,000 loyal Fox Network viewers invited to join, the community lets members preview new shows, interact with TV producers, post comments, engage in online discussions and participate in polls.
2. Relationships **beat** Transactions

- Transactions are measurable, relationships are not
- Social Networks empower members to take action, make connections independent of the corporation
3. Open beats Closed

- Organizational boundaries are becoming permeable
- Workforce exists outside of your workplace...
- Value in “Coopetition” rather than “Intellectual Property””
LOOP

Listening
Openness
Ongoing Inquiry
Participation
The Moonwalking Bear
Be aware

Sometimes it’s right in front of you
Shifting our Focus

- How can we look outside our traditional borders to find innovation?
- How can we foster an organizational culture that moves ideas to execution quickly and learns from mistakes?
- What four key questions can be put to the entire organization to continually renew our approach to market?
- How do I allocate the appropriate time to participate on the Social Web?
Shifting our Focus

- **Challenge your assumptions**
Resources

- Google trends
- Starbucks.com
- http://www.seomoz.org/article/bg2
- About.com

Q&A