

# Why it's Good to be Ticked Off Your Digital Checklist



# 3 Trends in Today's World

# Trend #1: Audience Fragmentation

85% of 12-24 use YouTube  
to discover new music

*[Source: Edison Research/Triton Research]*

# 42% increase in audience using mobile apps for sports news

*[Source: Year in Sports Media Report 2014, Nielson, 2014]*

**Trend #2:** Advertisers are evolving and want to create personalized multi-platform experiences using rich media

**Native Advertising** growth continues unabated delivering **6x more conversion** than banner ads

*[ <http://navigatingnative.com/2014/12/native-advertising-trends-insight-2015> ]*

**Mobile advertising market share will  
grow by 12% in the next 3 years**

*[Source: Edison Research]*



**Trend #3:** Local advertisers are shifting towards digital

Digital spending by local businesses is expected to grow 42% this year

*[Source: Borrell Associates, 2015 ]*

**Digital media** ad spending share will  
**surpass TV** for the first time by 2017  
with **41%** spent on digital

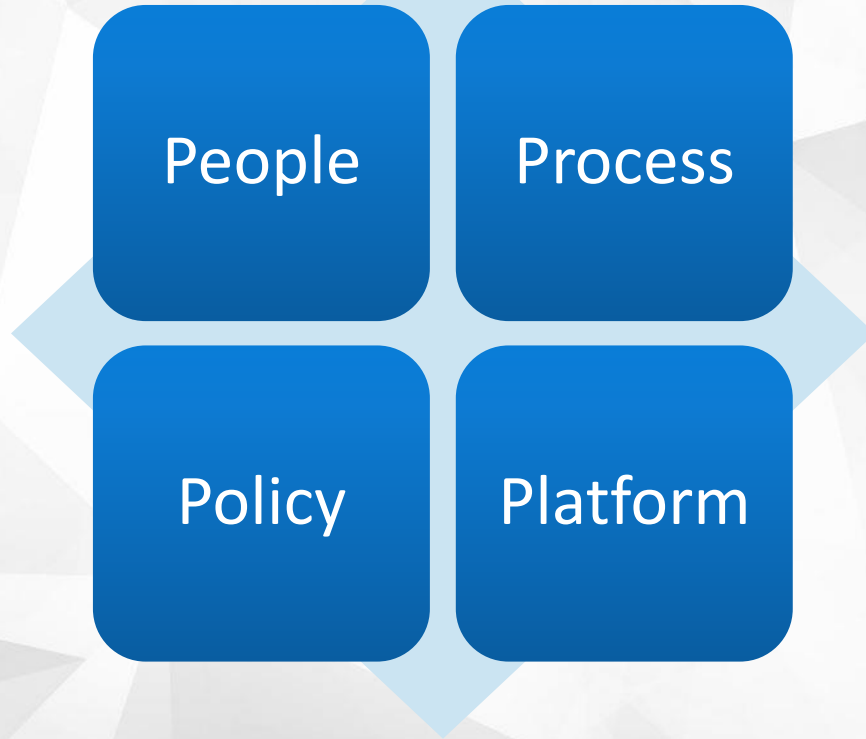
*[Source: eMarketer, 2016]*

# Your Digital Checklist

**Digital *expands* and *enhances* the  
audience experience & value for your  
ad partners**

What are the *common traits* of organizations driving *results in digital*?

# They have built a foundation using the "4Ps":



# People

- ✓ **There is strong buy-in on the importance of digital**
- ✓ **Staff receive regular training on digital**
- ✓ **Team can confidently assess what a good digital execution looks like for their team**
- ✓ **Digital leads are able to drive change within the organization**
- ✓ **Have formal goals for each department in digital**



# Process

- ✓ **Digital opportunities are evaluated as part of our regular planning in all departments**
- ✓ **The workflow for creating new content is well-understood**
- ✓ **Multiple staff are publishing to the website and social each day**
- ✓ **You have a well-documented workflow for implementing digital campaigns for advertisers (e.g. Ratecards, specifications sheets, follow-up reports, etc.)**
- ✓ **Regular reporting and success metrics are communicated regularly**

# Policy

- ✓ **There is a social media policy in place**
- ✓ **Listener & advertiser requests through digital are routed and handled**
- ✓ **Digital is part of staff performance assessments and compensation**
- ✓ **You have a lead in place for managing listener data**
- ✓ **There are mechanisms in place to encourage digital innovation (e.g. Working sessions)**

# Platform

- ✓ **You have the right digital tools in place to thrive digitally and provide listeners with an interactive experience (Social, Mobile and Web)**
- ✓ **Your digital assets are integrated to optimize workflow and deliver brand consistency across channels**
- ✓ **Business continuity plans are in place and software is regularly updated**
- ✓ **Your platform is open and flexible to support innovation & new capabilities**
- ✓ **You have the control and ownership of your digital assets to make updates and publishing content easy**

**How am I doing?**

# Some key benchmarks for strong performers

**Social referrals are more than 40% of  
your website traffic**

**Your membership database is growing  
by over 20% per year**

**Your site bounce rate is less than 50%**



**Your staff is posting at least 1x per hour  
to social media and blogging multiple  
times per day**

**Digital Revenue is > 6%**

# Key Takeaways

- Use the "4P" framework to create a foundation for digital growth
- **With limited time & resources your lowest hanging fruit are:**
  1. Social Media Engagement training
  2. Generating original digital content with a focus on blogging
  3. Well-defined advertising packages that are well-understood by staff
  4. Regular executive review of digital metrics

# Before you go.....

1. Join me at 10:55 on Friday for *The Digital Dollar – Ideas to Generate Revenue & Engagement*
2. Download a Digital Checklist at:  
<http://www.socastdigital.com/digital-checklist-for-radio>
3. Email [eric@socastdigital.com](mailto:eric@socastdigital.com) if you'd like a copy of this presentation
4. Win a complimentary *Building Engagement* training session with SoCast's Client Success Team (valued at \$2,500)

A close-up photograph of a person's hands holding a black smartphone. The phone is held vertically, and the person's fingers are visible. In the background, a laptop keyboard is partially visible, suggesting a professional or office setting. The lighting is soft and focused on the hands and phone.

# Thank You!



[socastdigital.com](https://socastdigital.com)



[@socastsrc](https://twitter.com/socastsrc)



[SoCastDigital](https://www.facebook.com/SoCastDigital)