Certified Digital Marketing Associate

Digital Mindset

PRESENTED BY
INSERT NAME
Margaux Denneulin
Customer Support Specialist at HubSpot

- One year working at Twitter as a Product Marketing Coordinator
- Expertise in Twitter Ads products, content, talking points, and best practices
- Two years’ agency experience in creative teams
- Master’s Degree in Media Studies, and Bachelor’s Degree in Integrated Marketing & Communications
Customer behavior and expectations have changed, and digital has allowed businesses to engage with customers more effectively at each stage of the customer journey. However, digital doesn’t just help achieve business goals – there are benefits for the whole organization, as well as for you in your own role when you adopt a digital mindset.

This module is designed to help you understand how you can use digital to achieve business goals. First we’ll see the value of generating digital-first ideas and plans, which encourage an agile approach for the business. We’ll see that a digital mindset is understanding the power of digital technology to transform interactions within the business. And we’ll also see that, because digital necessitates change, adopting an agile approach with frequent review supports a digital mindset. It’s also important to apply the same thinking to your use of digital – that as your consumers evolve, so too should your use of digital, to ensure your organization stays ahead in a constantly changing market.

There are many reasons why adopting a more digital mindset benefits your organization. You’ll gain a richer set of customer insights by analyzing the way they interact with your organization through your digital assets. This, in turn, helps you to engage in the customer journey and improve the experience for your customers, which further increases engagement and conversion.
Alongside the customer benefits, there are also company-wide benefits of adopting a digital mindset: it enables organizations to be more agile, increasing the speed at which they are take new products to market. It also allows businesses to achieve their business goals more efficiently, with lower costs and an increase in market reach.

Finally, this module brings together the benefits of digital we’ve already seen and looks at the value it brings to the overall business. We will explore how to think differently about how to solve problems with digital. And how a digital mindset adds value and improves your organization, your department, and your own role.
Digital Mindset

A Digital-First Approach

Achieving Business Goals with Digital

Integrating Digital into Individual Roles
First, we’re going to look at the benefits of adopting a digital-first approach for business.

We’ll see that business agility is important because of continually changing external and internal factors and that digital facilitates this agility. Adopting a digital mindset enables easy review and change of metrics – this facilitates learning from each cycle to inform the next iteration. The benefits to this approach are that it enables you and your organization to move in a quicker, more agile way. By doing this, you will get valuable feedback to continually enhance the offering so that you deliver the right product to market faster.

By adopting a digital-first mindset, data and customer insight can also drive key decisions; and as a consequence, the ability to shape both the proposition and user experience to match your customers’ needs are greatly increased. It’s also possible to apply this mindset to improve the way things are done in many areas throughout the business.

And finally, we will look at the need for organizations to evolve their use and investment in digital as customers and digital capabilities evolve.
Digital: An Agile Approach for Business
Embracing Agility

Digital speed is up to five times faster than traditional business.

The average Fortune 500 company takes 20 years to reach $1billion. Google managed it in 8 years and Uber in 3.

[REF.] 6.1.1.2

[LECTURER NOTES]
Being able to respond to changes in the marketplace quickly is essential. Since digital is a key enabler that allows organizations to change faster, agility goes hand in hand with a digital mindset. The ability to change your approach based on market changes and consumer insights using digital ensures your company stays ahead of the competition.

The average Fortune 500 company took 20 years to reach $1billion. Google managed it in 8 years and Uber in 3, according to the World Economic Forum.

[REFERENCES]
Business agility is important because of continuously changing external factors (including competitors), internal factors, industry trends, and technology.

[REFERENCES]
An agile approach, in the context of digital, means embracing the fact that things change at rapid pace. This involves getting early feedback from prospective customers on new products and services as soon as possible, reviewing, changing the offering, and iterating as required. This can often involve presenting an early minimum viable product (MVP) without all the features of the final version and short iterations. That ensures the final product is one which is exactly what is required by the market.
Agility and Digital Metrics

[REF.] 6.1.1.5, 6.1.1.6

[LECTURER NOTES]
Digital supports agility by enabling easy review (of digital metrics) and change. This facilitates learning from each cycle of the process to re-inform the next iteration.

Reviews are designed to identify opportunities to adapt or change by measuring performance over time. Digital provides the metrics with which you can measure performance over time.

[REFERENCES]
https://emgage.com/essentials-of-digital-transformation

Digital Evolution

As customers and digital capabilities evolve, it's important for businesses to adapt also. This means evaluating the number of channels and investment in digital assets over time to keep up.

[REF.] 6.1.1.7

[LECTURER NOTES]
One thing is certain: change is happening at an ever-increasing rate!

The types of digital capabilities, as well as consumers, are constantly evolving, and organizations’ use of digital needs to evolve also. That means continually reviewing the digital channels you use and the level of investment into the channels.
To summarize this section: a digital mindset means understanding the power of digital technology to transform interactions within both the business and your own role. Business agility is also important because of continuously changing external and internal factors, industry trends, and technology. An agile approach means dividing tasks into short phases with lots of review and improvements – that’s facilitated by digital, which provides easy review of digital metrics and iteration.

Finally, as digital and customers evolve, it’s important to be ready to evolve your use of and investment in digital.
Digital Mindset

- A Digital-First Approach
- Achieving Business Goals with Digital
- Integrating Digital into Individual Roles
In this section, we’ll explore the impact that digital can have on achieving business goals. We’ll also see how digital informs the setting of goals by providing critical information on the target market and business performance. We will discuss the importance for businesses of setting SMART KPIs and also explore how digital is used to see how objectives are being achieved and to secure more accurate attribution. We will also see the importance of generating KPIs that adhere to the SMART framework.

A major insight is that digital plays a role in both short- and long-term measurement effects, which goes against the notion that digital is a short-term channel.
Using Digital to Achieve Business Goals
Business Goals and Growth

Digital enables organizations to detect early warning signs, such as declining sales, in a simple way. This enables an organization to determine trends and make changes quickly to address a declining sales issue.

[REF.] 6.2.1.1

[LECTURER NOTES]
Sales are critical to commercial enterprises – and a key goal of business is to achieve growth by increasing sales.

With digital, you can achieve not just increased sales, but key objectives in profitability, product or operational improvement, and more. Digital provides additional sales channels to identify and reach new markets in a more cost-effective way than traditional methods.
Business Goals and Growth

At the heart of any business is the desire to achieve a range of goals and objectives in order to prove growth.

Sales is a critical component of any business and digital presents an additional sales channel to reach new markets and customer segments. Furthermore, it can do so in a more cost-effective way than traditional bricks and mortar stores.

A good example is the internet retailer Amazon, which through its website is able to be very competitive on pricing due to its highly cost-efficient business model.

[REF.] 6.2.1.1

[LECTURER NOTES]
Business goals often involve areas such as sales growth, profitability, operational improvement or products. Digital can help organizations achieve overall goals across the value chain.

A good example of this is Amazon, whose primary sales channel is its e-commerce website/app; enabling it to achieve highly competitive pricing due to its very cost efficient sales and distribution/delivery business model.

Digital also informs businesses on the market and provides an ability to detect early warning signs (such as declining sales). This provides an organisation with the ability to see trends and quickly make changes to the sales approach to address a declining sales issue.
To be successful, business goals should be SMART. These are the success outcomes on which performance is measured.
Digital Informs Goals

[REF.] 6.2.1.3, 6.2.1.4

[LECTURER NOTES]
One of the major benefits of digital is its ability to generate a range of data driven insights. This informs organizations so they can accurately set goals using the research conducted through digital.

One good example of this, is using digital analysis to determine the total market size for a particular service so that you can set realistic metrics for sales goals.

In addition, it can indicate how satisfied customers are with current industry offerings. This enables a potential new entrant to determine their approach, how much they should invest and what levels of satisfaction they should be trying to achieve.

[REFERENCES]
Digital has changed customer behavior and expectations - it also supports many business goals directly. For example:
Using KPIs and Digital Analytics
Key Performance Indicators

A Key Performance Indicator (KPI) is a measurable value that demonstrates how effectively a company is achieving key business objectives.

[REF.] 6.2.2.1
KPIs best suited to the company’s digital activity are chosen by having a clear understanding of what the success outcome is.

[REF.] 6.2.2.2
Setting KPIs

Realistic KPIs are set by clearly understanding the type of information that is available to your organization.

For example, by tracking user behavior, you can determine the proportion of customers who undertake a particular web journey and proceed to a successful purchase. You can then attribute the sale to this particular pathway of web pages.

[REF.] 6.2.2.3

[LECTURER NOTES]
For instance, if you want to introduce a sales KPI, it’s important that you can attribute different types of activity to a sale. Digital enables organizations to attribute different types of activities to commercial outcomes.

For example, by tracking user behavior you can determine the proportion of customers who undertake a particular web journey and proceed to a successful purchase. You can then attribute the sale to this particular pathway of web pages.
[LECTURER NOTES]
The reality is that many brand results require time to take effect, so you need to recognize digital’s role in both long- and short-term measurement.

A good long-term measure of digital is the level of customer satisfaction, measured by the extent someone refers family or friends to a service.

A second measure is the extent to which digital has enhanced the brand of a business over the long term - that is, the extent to which customers recall the brand even when unprompted.
Digital Analytics

Digital analytics is the analysis of data from your business and market.

[REF.] 6.2.2.5, 6.2.2.6

[LECTURER NOTES]
Note that analytics also provides the business with an awareness of customer behavior.
[LECTURER NOTES] Here are some examples of common analytics tools used in businesses to measure online performance:

- **Web**: Google Analytics, Woopra
- **Social Media**: Facebook Analytics, HubSpot, LinkedIn, Twitter
- **Email & Other**: MailChimp, Hootsuite, YouTube
Here are some useful metrics to monitor.

**Website visits**
The number of unique visits to your website

**Social**
Followers, likes, retweets, comments, and recommendations (These are all positive validations that someone is enjoying your comment)

**Video views**
The number of views a video receives on sites such as YouTube

**Online sales**
The number of sales achieved directly from the website

**App download**
The number of downloads an app receives, typically from an app store
To summarize – sales are key to all commercial enterprises, and growth depends on increasing sales. However, there are many other goals that digital can help to achieve – profitability, operational or even product or service goals. Digital also helps by informing the setting of goals and KPIs and allowing you to break goals into smaller objectives with digital metrics such as site traffic, leads, and so on.

To understand the KPIs best suited to your organization’s digital activity, you need a clear understanding of the success outcomes and what metrics are available to your organization.

Digital has both short- and long-term measurement effects. It’s important to understand that sometimes results take time to achieve.

Digital analytics is the analysis of data from the business and market to measure performance, drive revenue, and develop insights. Analytics provides the business with an awareness of customer behavior.
Digital Mindset

A Digital-First Approach → Achieving Business Goals with Digital → Integrating Digital into Individual Roles
We’ve seen that digital is critical to helping achieve goals across the business. In this section, we’ll see that digital can also be integrated into individual roles across the organization to add value. There are a range of benefits that digital can bring to your own role, and both strategic and practical applications for the organization:

- At a strategic level, digital enables your organization to achieve its goals and objectives more efficiently by decreasing costs and increasing reach.

- At a practical level, digital gives employees and stakeholders the ability to collaborate, reducing the barriers that can exist. It can also enhance communications and provide the insights you need to increase your efficiency and help both you and your department progress.

When implemented correctly, a digital culture can be integrated throughout the whole company and provides a significant competitive differentiator for both your organization and you.
Digital and Your Own Role
Digital and Your Role

The business benefits of agility associated with a digital mindset are equally applicable to your own role, allowing you to respond quickly to changes in your organizational environment.

Straumann is a good example of this.

[REF.] 6.3.1.1

[LECTURER NOTES]
Founded in 1954, Straumann innovated the field of dentistry to redefine the boundaries for dental professionals and patients.

With more than 4,881 employees worldwide, Straumann wanted to expand on their knowledge of digital in order to understand their customers better, deliver a quality service to dental professionals, and improve on patient outcomes.

[REFERENCES]
https://digitalmarketinginstitute.com/business/case-studies/straumann
Practical Implications

Digital analytics is the analysis of data from your business and market.

- **Division of Tasks**: Tasks are divided into short phases with frequent review and adaptation.
- **Shareholder Feedback**: Gain early feedback from stakeholders.
- **Re-inform the Next Iteration**: Apply learning from each cycle of the process to re-inform the next iteration.

[REF.] 6.3.1.2

[LECTURER NOTES]
So what does it mean from a practical standpoint to bring an agile approach to your own role?

Well, for any tasks or projects with deliverables involving other stakeholders, you can divide the task into short phases with review and adaptation. Each cycle of the process informs the next one.
Digital Benefits Employees

“Business as usual” no longer applies - new technologies in the workplace create opportunities for companies to maximize your time and enhance productivity.

- Digital Tools for Time Saving
- Digital Metrics for Effectiveness
- Digital Tools for Content

[REF.] 6.3.1.3, 6.3.1.4, 6.3.1.5

[LECTURER NOTES]
Here are three key areas where technology will impact work as we know it:

1. Digital tools provide (time-saving) efficiencies that enable you to achieve more. Examples include calendars that automate meeting schedules, video services that transcribe content, intelligent email clients (e.g. recommending replies), and voice-enabled tools.

2. Digital data can provide the metrics (information) needed for you to become more effective. For example, which meetings lead to more customer wins? Which social media posts are most effective? How much time is spent in web conferencing? This digital data can be used to discover patterns, leading to insights about the way you work. This can help determine what work should be prioritized.

3. Digital tools enable the production (and sourcing) of higher quality content (output). For example: creation of graphics and videos; post-production applications which facilitate better presentations; and more visually engaging content.
Digital Tools for Collaboration

Digital allows people around the world to connect instantaneously, making collaboration and sharing much easier.

- Teamwork
- Communications
- Project Management

[REF.] 6.3.1.3, 6.3.1.6

[LECTURER NOTES]
Digital doesn’t just provide tools that allow you to get more done – digital data can give you the metrics you need to become more effective. For example, which meetings lead to more customer wins? Which social media posts are most effective? How much time is spent in web conferencing? This data can be used to discover patterns, leading to insights about the way you work.

[REFERENCES]

Digital Stakeholders
Key Stakeholders

It’s important to identify all stakeholders - both within and outside of your organization - for digital initiatives. It’s common in today’s environment to have project teams made up of a range of parties, including employees, freelancers, agencies, as well as other stakeholders. This trend has been enhanced by digital’s ability to overcome barriers such as distance, bringing people together from all around the world.
Virtual Project Teams

It is important to work within virtual project teams to support cross-functional projects. You may not directly report to virtual project managers - and vice versa.

[REF.] 6.3.2.2
It is important to take input at the beginning and review key stakeholder input regularly to successfully implement digital projects.

[REF.] 6.3.2.3
Encouraging Digital Adoption
Benefits of Digital Adoption

Digital adoption can bring benefits to the entire organization:

- For employee morale
- For attracting new talent (hiring)
- And even for removing “silos” through increased collaboration

References:
Benefits of Digital Adoption

Digital adoption can bring benefits to the entire organization.

- 37% of companies report a 37% increase in employee morale.
- 71% of digitally maturing companies attract new talent based on their digital vision compared to just 10% of early stage companies.

[REFERENCES]

[REF.] 6.3.3.1

[LECTURER NOTES]
Did you know that:

- Companies that adopt a digital mindset have reported a 37% increase in employee morale?
- 71% of digitally maturing companies attract new talent based on their digital vision, compared to just 10% of early stage companies?
Embracing digital means gaining a competitive advantage over organizations that do not. An organization that sticks its head in the ground like an ostrich puts itself at a deep disadvantage.
Gaining Buy-in

It is important to gain buy-in from key stakeholders to adapt a digital-first mindset.
Foster a Digital Culture

Point out the benefits of digital to stakeholders.
Communicate results of digital initiatives.
Assign digital champions.

[REFERENCES]
Lead by Example

It’s important to lead by example through establishing an effective digital footprint.

- Create an effective digital profile.
- Adhere to privacy, confidentiality, and social media guidelines.
- Connect with people who matter.

[REF.] 6.3.3.5
Keeping Up to Date

Digital is constantly evolving!

- Take responsibility for keeping yourself **up to date** with changes within the industry.
- Become a first stop for others within your department with queries.

[REF.] 6.3.3.6
Agent for Change

It is important to become an agent for change (for the better) within the business by identifying opportunities to use digital where problems may exist.

[REF.] 6.3.3.7
To summarize - the business benefits of agility associated with a digital mindset are just as applicable to your own role. The practical implications for your own role are dividing tasks into short phases, gaining early feedback from stakeholders, and learning from each cycle.

Digital tools provide efficiencies that allow you to get more done, and digital metrics provide the information you need to become more effective. Digital tools can be leveraged both inside and outside your organization to provide efficiencies for teamwork, communications, and project management.

It’s also important to take regular input from and work with others on digital initiatives you are involved with – including those outside your own department.

There are benefits of digital adoption for the entire organization – for employee morale, attracting new hires, and even removing “silos” between departments. To encourage a digital mindset, it’s important to first gain buy-in from key stakeholders. You can encourage a digital culture within your own group in a number of ways: by pointing out the benefits, communicating results, and assigning digital champions. You can lead by example through building an effective digital footprint, keeping up to date with changes in the industry, and finally becoming an agent for change within your organization and identifying opportunities to use digital to solve problems.
Module complete. Well Done!