

# Top Takeaways from Digital Marketing Planning Webinar

## Omnichannel Media

- Use the marketing funnel from Awareness to Advocacy to track program progress.
- Remember every channel has its role and must meet your brands persona.
- Enables you to plan around audiences and optimize to business goals vs. channel goals.

## Social Media

- When reviewing new platforms ensure the new channel matches your brands objectives and has proper governance.
- Review if your team can meet the content demands of new social platforms—keep in mind certain platforms require much greater content publishing.
- Focus 80% of your effort on tried-and-true traditional social platforms and pilot, and review 20% of other platforms.
- Be authentic. Build long term relationships and establish the right evaluation criteria and set KPIs.

## Influencers & Digital Opinion Leaders

- Co-create content with partners – it's a two-way street.
- Give space for influencers & DOLs to be authentic and let them speak in their own voice.
- Align different influencers against strategic pillars to evaluate against the right KPIs.
- Create a consistent playbook across influencers to better measure their impact on the business to inform future relationships and investments.

## Data & Technology Infrastructure

- Build up your first-party data—It's critical as platforms change how data can be used in 2023.
- Make sure the pipes are connected—ensure marketing, data, and traditional IT teams have a seat at the table prior to launching marketing engagements.
- Have a top-down and bottom-up approach. Business stakeholders need to collaborate with the data and insights teams to build data confidence. Businesses also need to build new flex to react to data.