



The Digitally Extrovert Actuary

A brief introduction by Neil Wilkins

Easy When You Know How viper

- Plan
- Practice
- Prove



- Personas
- Customer Journeys
- Digital Tools
- SOSTAC
- Digital Hub

Plan



- Personas
- Customer Journeys
- Digital Tools
- SOSTAC
- Digital Hub





One Size Won't Fit All



- Personas
- Customer Journeys
- Digital Tools
- SOSTAC
- Digital Hub



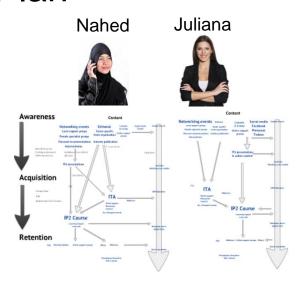


One Size Won't Fit All

Plan



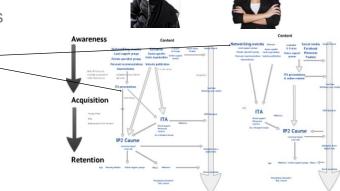
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Plan



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Situation
Objectives
Strategy
Tactics
Action Plan
Control



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Typical Digital Chaos

Website		Web Analytics		
				Chat Forum Research
SMS SEO	SEO	eNewsletters		Research
		Blog		Advertising
Location Based Services			Mobile	Advertising
eCommerce		eMail		Pay per Click
Television	Social Media			Internet Directories
electronic Customer Relationship Management			Affiliate Marketing	

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Website as a Digital Hub





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Social Media as a Digital Hub



Practice



- Rule of Thirds
- Best of Social Media
- Helpful Tools

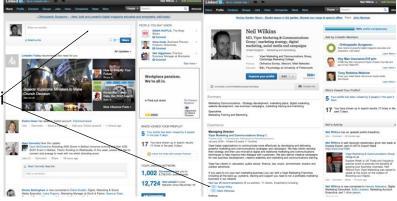
One Third About YOU One Third FREE Stuff One Third Overt SALE





Practice

- Rule of Thirds
- Best of Social Medi
- Helpful Tools



Practice





Practice



- Rule of Thirds
- Best of Social Media
- Helpful Tools

Digital Hub Signposting



Practice



- Rule of Thirds
- Best of Social Media
- Helpful Tools



Do it when you email

VIDEL TO SOME STATE OF THE SOURCE STATE OF THE

Prove



- Digital Dashboards
- Being a Social Business

Prove



- Digital Dashboards
- Being a Social Business

Current, Relevant, Informed
Proving It
Anecdotes
Balancing Subjective and Objective
Meeting Business Targets



Top 10 Tips

- Remember it's Research as well as Promotion
- Plot Customer Journeys for Priority Personas
- Plan SOSTAC and Digital Hub
- Balance Awareness, Conversion, Retention
- Start Writing Relevant Content





- Remember to be Current, Relevant, Informed
- Schedule Regular Time to Publish and to Measure
- Think Conversations not Monologues
- Fine Tune and Re-prioritise
- Share the Success of your Digital Extroversion!

viper

More Resources

- mashable.com
- scoop.it / digital-marketing-social-networking
- linkedin : neilwilkinsatvipermarketing
- neil @ vipermarketing.co.uk