



# The Digitally Extrovert Actuary

A brief introduction by Neil Wilkins

## Easy When You Know How



- Plan
- Practice
- Prove



# Plan

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



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One Size Won't Fit All



# Plan

- Personas
- Customer Journeys
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Nahed



Juliana



One Size Won't Fit All



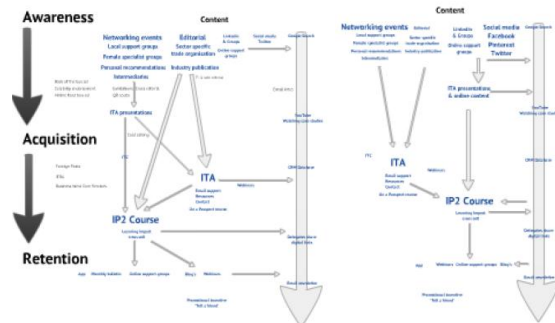
# Plan

- Personas
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Nahed



Juliana





# Plan

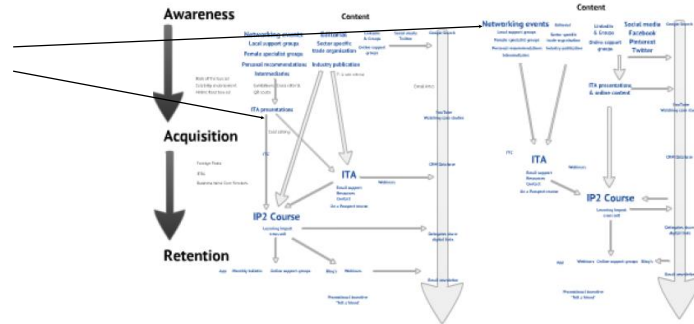
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Juliana



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# Plan

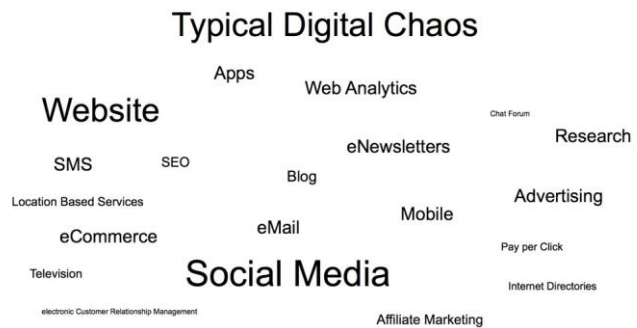
- Personas
- Customer Journeys
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**Situation**  
**Objectives**  
**Strategy**  
**Tactics**  
**Action Plan**  
**Control**



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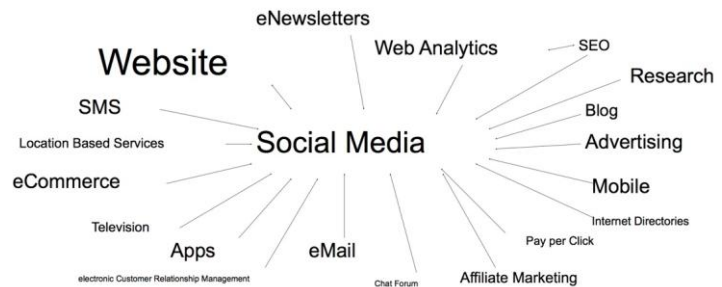




# Plan

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## Social Media as a Digital Hub



# Practice

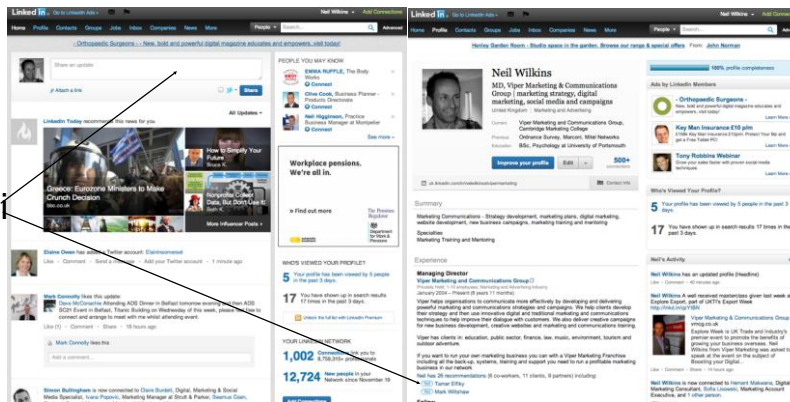
- Rule of Thirds
  - Best of Social Media
  - Helpful Tools
- |           |            |
|-----------|------------|
| One Third | About YOU  |
| One Third | FREE Stuff |
| One Third | Overt SALE |





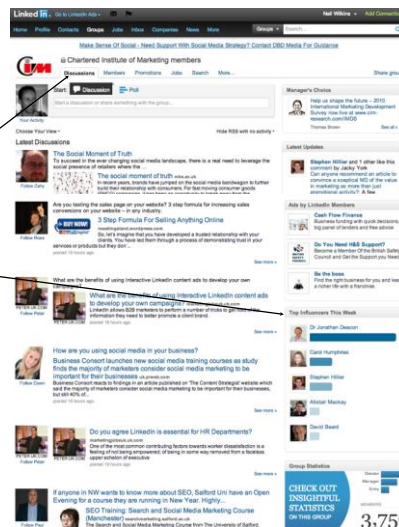
# Practice

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



# Practice

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



Current  
Relevant  
Informed

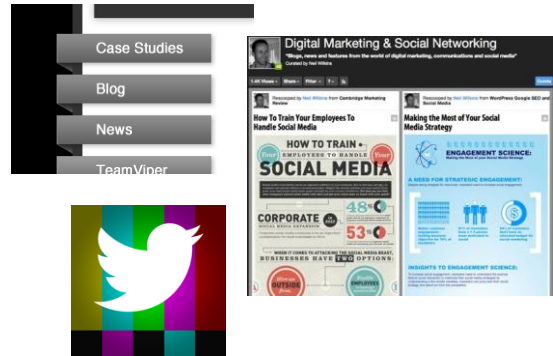




# Practice

## Digital Hub Signposting

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



# Practice

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



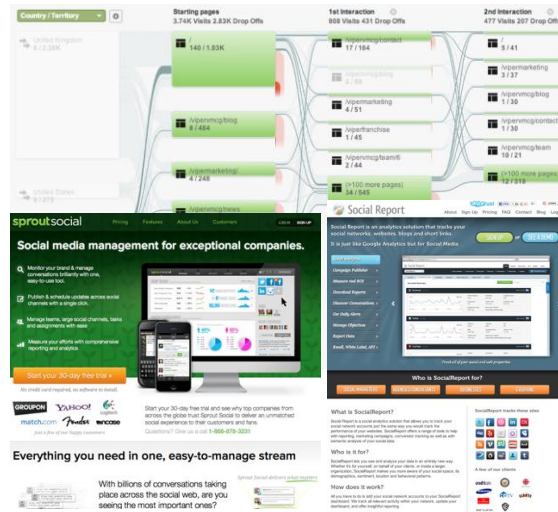
Do it when you email





# 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



# Top 10 Tips

- 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!



# More Resources

- [mashable.com](http://mashable.com)
- [scoop.it / digital-marketing-social-networking](http://scoop.it/digital-marketing-social-networking)
- linkedin : [neilwilkinsatvipermarketing](#)
- neil @ [vipermarketing.co.uk](http://vipermarketing.co.uk)