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

One Size Won’t Fit All
Plan

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One Size Won’t Fit All

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Juliana

Plan

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Plan

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Plan

Situation
Objectives
Strategy
Tactics
Action Plan
Control
Plan

- Personas
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- Digital Tools
- SOSTAC
- Digital Hub

Plan

Website as a Digital Hub

- Personas
- Customer Journeys
- Digital Tools
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Plan

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- Digital Hub

Social Media as a Digital Hub

Practice

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

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

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

Digital Hub Signposting

Do it when you email
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
• scoop.it / digital-marketing-social-networking
• linkedin : neilwilkins@vipermarketing
• neil @ vipermarketing.co.uk