



ChapmanBlack Insights

The Future of Digital

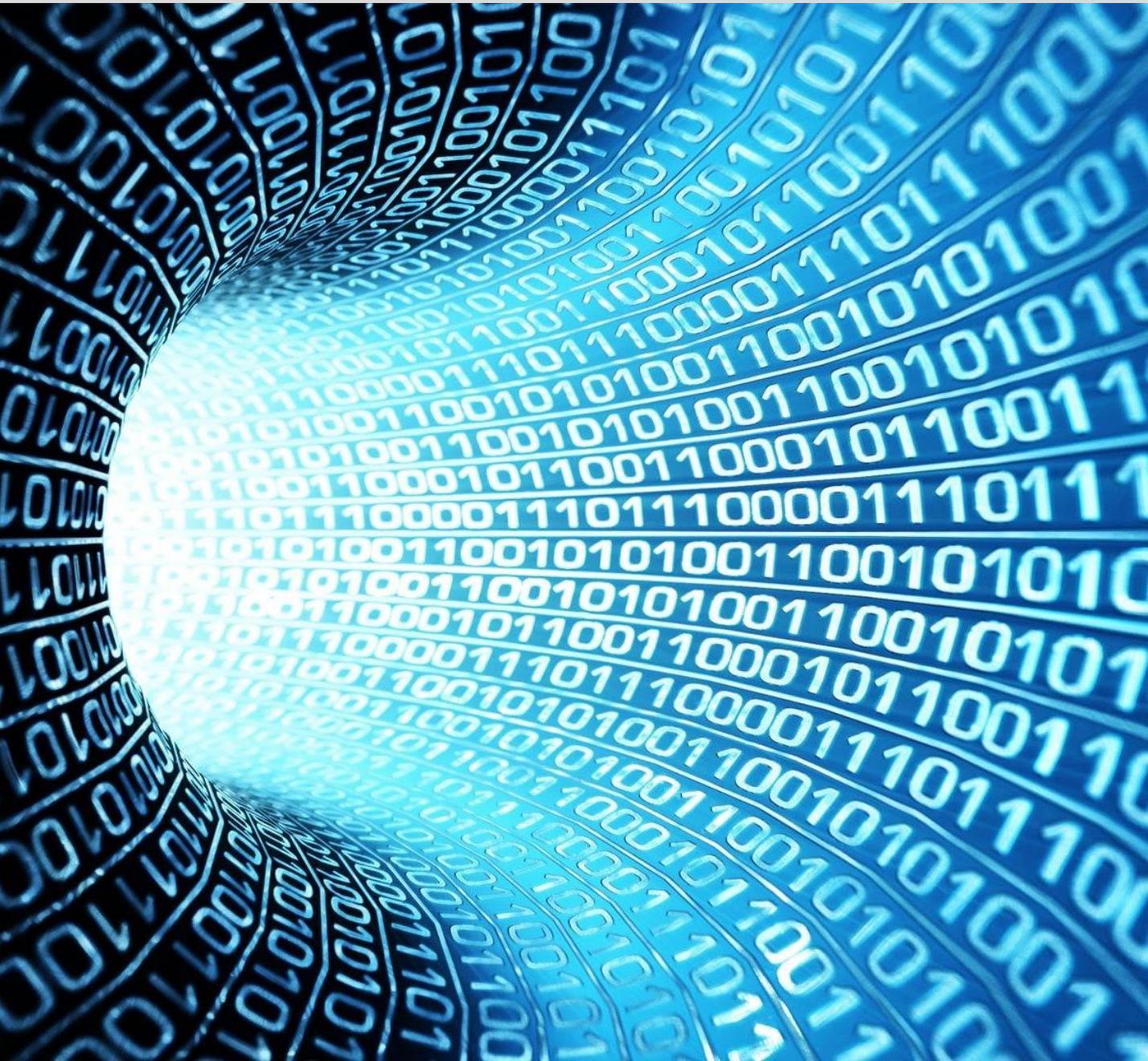


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3. Top Trends in Digital Strategy

One of the main shifts in digital marketing is the role the ‘audience’ plays. From a mere consumer, the audience has evolved to produce and share content along with consuming, hence making this a truly interactive and inclusive model.

In an era of always-on hyper-connectivity, fragmented online communities of niche groups, and easy content filtering options, traditional consumer engagement tactics have become obsolete. Digital engagement, through the ever-evolving landscape of social media and new technology, allows for segment-of-one marketing and relationship building with your consumers – and at scale. Success lies in the ability to understand ones consumers’ interests, and tap into their passions, hopes, and dreams.

Starting with an authentic cause partnership, setting a meaningful social impact and business goals, adding a compelling call to action, layering in relevant social sharing and co-creating a thoughtful conversation with the consumers about the collective impact the organization is making seems to be the mantra. Major trends in Digital strategy surround Optimized cross- channel customer experiences, Content marketing, Mobile, Social media & Interactive design and user experience

3.1 Digital Strategy- Trends

3.1.1 Crowd-sourced Philanthropy

Crowd sourced philanthropy programs democratize the corporate grant making process by allowing customers and employees to weigh in on where philanthropic dollars should be spent. Common Campaign Elements:

- a. Large grant amount to be allocated across several charities according to public input.
- b. Enlists a panel of experts to cull a list of relevant charities.
- c. Marketing assets to help charities rally their supporter base to vote for them.
- d. voting period with participation predicated on becoming a member of a brand
- e. Social sharing and digital engagement via status updates, video content, and more.

E.g.: JPMorgan Chase ‘Chase Community Giving’; PepsiCo ‘Pepsi Refresh Project’; Toyota ‘100 Cars for Good’.

3.1.2 (Digital) Action Campaigns

Action campaigns, most often digital, motivate an audience to take action in support of a cause or in the spirit of doing good or ‘paying it forward’. Actions can include ‘liking’ a Facebook page, reposting a status update, watching a video, or even making a donation. Common Campaign Elements: