Digital Transformation of the Enterprise:

A Leader's Guide to
Successful Change Management
in the Decade of
Digital Marketing Ascendency

sustainability

affordability

scalability

accountability

engagement

DigitalChameleon

Digital Marketing Ascendancy

Over the course of this decade, digital marketing will assume a dominant role in most marketing strategy formulation. After playing an ever-growing supporting role to legacy offline media and marketing channels, digital will take point position as the centre of the spokes for all brand messaging. A recent McKinsey Global survey found that **66% of respondents believe digital marketing will increase operating profits in the near future.** Cost-effective, accountable and most importantly incredibly agile and flexible, digital marketing is uniquely positioned to take the conductor's baton in the marketing orchestra.

Convergence Happens

The convergence of social media, mobile and data analytics is pushing the envelope of digital marketing thinking. New engagement technologies (such as near field communication) and the emerging importance of Big Data are re-defining the marketing function. On one hand, marketers have never been better equipped. On the other, never before has so much been asked of them. The big question for a marketer in a leadership position is this:

Is my team prepared for the future?

Problem: Difficulty in finding digital talent: 43%

also: Lack of leadership: 45%

Mind the Gap….

Most marketing leaders recognise their team faces a digital skills gap. And as digital marketing boundaries are getting pushed even further every day , the gap is widening. The big challenge facing marketing leaders is how to close that gap in a comprehensive way.

The purpose of this White Paper is to assist marketers by 1.) identifying four typical ways organisations approach digital learning, 2.) describe four common paths to achieving digital literacy and 3.) outlining the five key metrics an organisation should consider before embarking upon a digital literacy program for their team. We also share our own approach to achieving digital literacy and provide an overview of our methodology and range of coursework.

Thanks for your time and if we can assist you in your journey to digital literacy, please contact us– maybe we can help!

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Source: IAB US, Interactive Ad IQ Survey, Q2 2012

How Organisations Approach Digital Marketing Literacy

THE WHITE COATS

Digital still considered experimental & "under review"

One group or individual responsibility for digital; everyone else is "off the hook"

THE COOL KIDS

SURVIVALIST

Everyone on their own; all learning under the radar

Everyone takes the trip together; benefits across the board

TEAM SPIRIT

Typical Paths to Digital Literacy

"DIY"

Conferences, Blogs, Seminars, Magazines, Colleagues, Public training

All learning is centred around the individual staff member; doesn't scale to entire team or organisation

"OTJ"*

Manager, Colleagues, Product Training, Corporate materials

* On The Job

Delayed impact and uncertain results; education limited to current staff expertise

Dedicated

Internal trainers

Expertise in learning & development does not equate to subject matter expertise; often ignores external developments

Which model do you currently use?

Invitational

External trainers

Expertise in subject matter does not equate to training expertise; events-based vs. process-based learning

How's that working for you?

Digital Literacy
5 Key Metrics to consider

Learning program must provide:

☐ **Engagement**
Topics and content must successfully engage staff and address different types of learners on my team

☐ **Accountability**
Program must provide a metrics-based approach to guarantee learner engagement and skills acquisition around key digital marketing disciplines

☐ **Scalability**
Program must deploy across all appropriate members of the team, and not limited by schedules or locations

☐ **Sustainability**
Program must 'future-proof' the team against changes in the market and the composition of the team

☐ **Affordability**
Program must demonstrate a return on investment and must fit within realistic budget constraints

Engagement Questions

1.) Practitioner or Academic-based?

What kind of background do your instructors have? Are they SMEs (Subject Matter Experts) or academics? Do your instructors have experience that connects with the perspective of your team? Does the content reflect 'real world' perspective or theory?

2.) Range of content?

Does your learning and development partner have a broad enough range of content to meet your team's educational needs? Is their content fresh and regularly updated?

3.) Interactivity?

Is the learning content interactive? Does it involve your team members on multiple levels– or is it traditional static one way instruction?

4.) Types of teaching?

Does your learning and development partner meet the needs of the different types of learners on your team? (Note: learners fall in to three categories- visual learners, auditory learners and those kinesthetic learners, who enjoy doing or creating.)

Affordability Questions:
How will this learning increase revenue?
How will a learning program deliver a Return on Investment?

How will this learning cut my costs?
How could a learning program reduce my operating expenses?

Accountability Questions

1.) Are you benchmarking?

Is your learning and development partner benchmarking your team's progress?   Is there a pre- and post analysis that demonstrates learning progress and the program's success rate?

2.) Specific skill acquisition?

Is the coursework designed to impart specific skills, as well as theory? What are the take-aways?

3.) Business-based desired outcomes?

How is the learning program tying back into your own business goals and targets? Does the program focus on and support your future efforts?

4.) Industry Recognition?

Is your learning partner recognised by organisations in the marketing field? Has your partner worked with a wide range of clients relevant to your organisational needs?

Scalability Questions

1.) Time out of the office?
Will the learning program disrupt your team's activities? How can this disruption be minimised?

2.) Different locations?
How will the program scale over different office locations?

3.)Travel?
How much travel is involved on the part of staff and instructors? How can this aspect of the program be minimised as much as possible– without losing the impact of the program?

4.) Cost per learner?
How can the cost per learner be kept at a reasonable rate, without closing the window on all the learning requirements you have for your team?

present digital training plan to board

Sustainability Questions:

Team Churn Rate?
Does the program cover staff who join AFTER the face-to-face sessions? Does it support rapid intake of new staff?

Disparate Levels of Experience?
How will the program meet the needs of both new and more advanced staff?

Digital Literacy Solution
5 Key Metrics to consider

Learning program must provide:

☒ Engagement

Topics and content must successfully engage team and address different types of learners on my team

Digital Chameleon offers a blended model of learning that incorporates face-to-face instruction with e-learning– a combination that ensures the needs of all types of learners are met by a learning program.

Digital Chameleon content incorporates audio, video, quizzes, exercises, assessments and even virtual reality games to ensure a high level of interactivity

Learn to adapt

Coursework covers online advertising, social media, content marketing, mobile marketing and data & analytics

Digital Chameleon develops courses with Subject Matter Experts (SME) in various marketing disciplines

social media
CAMPAIGN PLANNING
jumpstart

FastTrack
FASTTRACK YOUR DIGITAL MEDIA & MARKETING KNOWLEDGE AND CAREER
MOBILE
DigitalChameleon

accelerate
BRAND PUBLISHING

Luminate
DigitalChameleon

Digital Literacy Solution
5 Key Metrics to consider

Learning program must provide:

☒ Affordability

Program must demonstrate a return on investment and must fit within realistic budget constraints

Digital literacy means lower costs from:

Reduced reliance on external marketing partners

More informed marketing spend

Digital literacy means increased revenues from:

More effective campaigns

Increase in digital budgets (for media)

Digital literacy means increased revenues from:

Account wins & retention (for agencies)

Increase in digital budgets (for agencies)

Digital literacy means lower costs from:

Leaner, more effective teams

Staff retention

Digital Literacy Solution
5 Key Metrics to consider

## Learning program must provide:

[X] **Accountability**

Program must provide a metrics-based approach to guaranteeing learner engagement and skills acquisition

Digital Chameleon programs ensure accountability through a **Learning Needs Analysis, a Digital Skills Assessment and reporting** which indicates team engagement in e-learning.

Digital Chameleon's courses have been endorsed by the **Media Federation of Australia** and the **Asia Digital Marketing Association**.

45/48
47/48
47/48
46/48
8/48
21/48
16/48
47/48
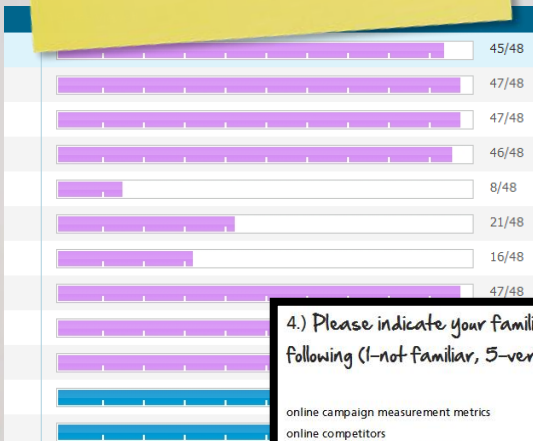
13.) Select all of the display platforms available below:

- [ ] Widget
- [ ] Nielsen
- [ ] Mobile
- [ ] Mediamind
- [ ] Video
- [ ] SMS

FastTrack ▶▶

4.) Please indicate your familiarity with each of the following (1-not familiar, 5-very familiar)

	1	2	3	4	5
online campaign measurement metrics	●	●	●	●	●
online competitors	●	●	●	●	●
social media marketing opportunities	●	●	●	●	●
online audience measurement metrics	●	●	●	●	●

Skills Assessment Checklist: Jumpstart Social Media Campaign Planning

- [ ] e three indicators used to evaluate encer
- [ ] aid social
- [ ] Ide how purpo
- [ ] Define at l Adva Det
- [ ] e p install
- [ ] Describe three aspects response strategy to the Swine F

Learning Objectives:
1.) Learn to identify your brands Influencers
2.) Design a content strategy to engage with your influencers

social media

mfa media federation of australia

adma asia digital marketing association
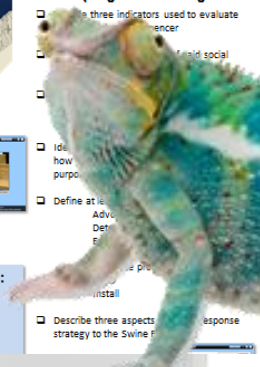
Digital Literacy Solution
5 Key Metrics to consider

Learning program must provide:

☒ Scalability

Program must deploy across appropriate members of the team, regardless of scheduling or location

Digital Chameleon has developed e-learning modules that can be accessed 24/7 via an internet connection. E-learning cuts travel costs, can be deployed across wide distances and also results in a much lower cost per learner.

Digital Chameleon publishes 22+ e-learning modules covering the gamut of digital marketing. Each module can easily be accessed at work or home and on PCs or iPads

Some (Very) Basic
Media Attribution Modeling

Digital Chameleon supports students with a community for learners on Ning

Digital Literacy Solution
5 Key Metrics to consider

Learning program must provide:

☒ ## Sustainability

Program must 'future-proof' the team against changes in the market and the composition of the team

Digital Chameleon's blended programs allow for self-paced learning, so your team members can progress at their own speed, in their own time.

Digital Chameleon's courses are designed to support new hires and facilitate rapid intake by embedding courses in the Induction period.

New

Employee

Orientation
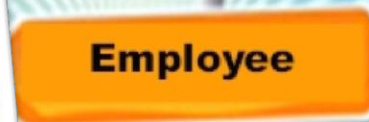
Digital Chameleon's 5 Step Process To Digital Knowledge Transformation

| The Brief "What's the desired outcome?" | Learning Analysis "Where are we starting from?" | E-learning "Grounding in the basics" | Workshop "Theory into practical outcomes" | Evaluation "Measuring progress with benchmarks" |

Digital Chameleon's Solutions Suite

FastTrack ▶▶
Online Advertising

- Overview
- Audience Measurement
- Campaign Objectives
- Buying & Selling Digital Media
- Campaign Measurement
- Display Advertising

FastTrack ▶▶+
Emerging Channels

- Search
- Social Media
- Mobile
- Marketing Your App

jumpstart
Social Media

- Overview
- Campaign Planning
- Measurement
- Platforms
- Strategy

accelerate
BRAND PUBLISHING
Content Marketing

- Overview
- Content Creation
- Content & Social Media
- Content Strategy

Luminate
Data & Analytics

- Overview
- Big Data
- Media Attribution
- Execution & Analysis

DigitalChameleon

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