GET
SCRAPPY

Smarter Digital Marketing for Businesses Big and Small

WORKBOOK

Let's Get Scrappy!

First and foremost, thank you for your interest in *Get Scrappy*. As an educator at heart, I couldn't resist creating a handy, little workbook to help bring the ideas of this approach to life.

Getting scrappy isn't about marketing on the cheap. It isn't about doing less. It's about getting smart and doing *more* with less. Getting scrappy is about being effective and efficient. Because, as scrappy marketer Samantha Kraemer of Schwinn says, "We could all use a few people and a few dollars more." There's not a marketer out there who has all of the resources they need. That's why I wrote *Get Scrappy*. This workbook helps you put these ideas into action.

These resources are organized like the book itself:

‣ **Brains Before Budget:** Strategy & Application
‣ **Do More with Less:** Content & Engagement
‣ **Connect Your Digital Dots:** Implementation & Integration
‣ **Simplify for the Long Haul:** Measurement & Experience

I hope you enjoy both the book *Get Scrappy* and this companion workbook. If you have any questions along the way, feel free to email at nick@branddrivendigital.com.

Let's get started. Or, rather, it's time to get scrappy!

Nick Westergaard
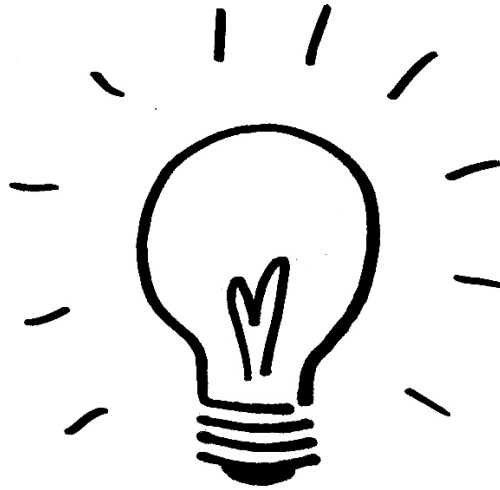
BRAINS BEFORE BUDGET

STRATEGY

Strategy first. Always. But don't get bogged down by big-binder strategy stereotypes. Look for ways to create a digital marketing map to guide your work. Use Rudyard Kipling's "serving men" (why, what, when, where, who, and how) to help you get started. Like any map, you need a destination (the "why" in the Kipling model).

Here are the most common destinations or business objectives for digital marketing. Which one are you driving toward? Circle the best fit below.

- ▸ Branding
- ▸ Community building
- ▸ Public relations
- ▸ Market research
- ▸ Customer service
- ▸ Lead generation/sales

Choose one or two of these to focus on and create a map that is SMART:

- ▸ **S**pecific
- ▸ **M**easurable
- ▸ **A**ttainable
- ▸ **R**elevant
- ▸ **T**ime-related

Scrappy Reminder: Remember, 76% of us smarty pants marketers feel like we know what our customers want but only 34% have bothered to ask. Don't forget to ask your customers what kind of digital marketing would be most

beneficial to them. In fact, send an email or ask them via social media right now. Or, make a plan for how you're going to ask them.

It's that simple.

APPLICATION
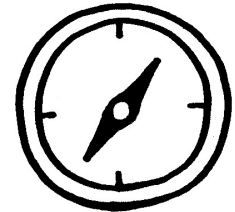
Don't get distracted by all of the "shiny new things" in marketing today. Instead, let's continue our scrappy map making. Now that we've established where we're going (the *why* behind our digital marketing), let's look at how we're going to get there. Like any navigational task, we need to create a compass.

When it comes to determining *what* social media channels and content marketing formats you use *when*, be sure to align the why of your business objective (your destination) with the who of your audience. These two compass points will help point your marketing in the right direction.

Take a moment and complete your digital compass right now:

Why are you doing this?

Who are you trying to reach?

This will tell you *what* social channel or form of content works best *when*.

Some other compass considerations:

▸ Remember, to fill in these compass points you need to understand your customers and what drives them.

▸ You also need to know which networks and forms of content they're most likely to be using. To learn more about social media and content consumption, be sure to check out the Infinite Dial study from Edison Research. This is the longest running study of digital media use. You can find this at: https://www.edisonresearch.com/the-infinite-dial/.

▸ Think about the business objective or destination that you established earlier. What marketing can you create in support of that?

▸ Don't forget to see ideas everywhere. Forget social network demographics and stereotypes from your industry. Could you use an unexpected social site or form of content to reach your customers and make your organization stand out in an unexpected way?

Scrappy Reminder: If you have marketing initiatives that aren't aligned with your objective—that could take you off course—consider eliminating them. If they don't help you accomplish your primary or secondary objective, why are you spending time and other resources on them?
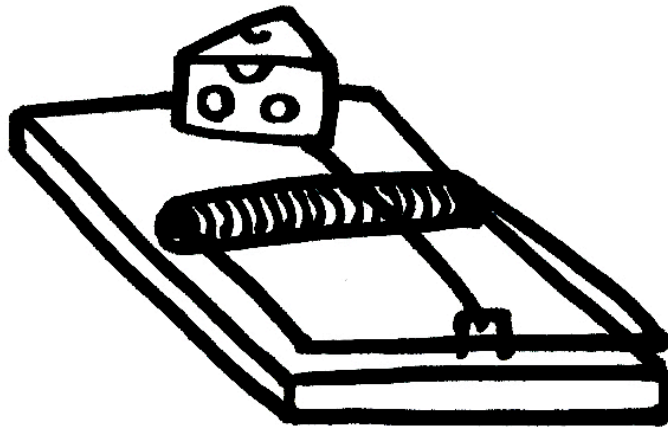
DO MORE WITH LESS

CONTENT & ENGAGMENT

Remember Jay Baer's words: "Content is fire, social media
is the gasoline." It's not enough to just create content. You have to create
engaging content that stands out in our distracted, digital world.

Make your ongoing digital marketing efforts more engaging and sustainable
by *helping* your customers with your social media and content marketing. Use
questions to fuel your content creation and to spark social media
conversations. Here's how you can get started.

CONTENT MARKETING
What does your audience need help with? Start by making a list below:

Now, how can you answer those questions through your content?

*Are you asking questions at the end of your content to spark ongoing
comments and conversations?*

Scrappy Reminder: Don't forget the four content creation hacks.

1. **Relentlessly repurpose content:** *The next time you create a piece of content, brainstorm how many other things you can create from it. In fact, try it now. How many different things can you make out of what you're already creating?*

2. **Utilize historic content:** *Dig into your files. Go into that old storage unit. Are there old photos you can digitize into relevant throwback content? Start a list below of historic content assets that may have untapped potential.*

3. **Curate content:** *Where is great content already being created that you can share with your online community? Can you make this a regular part of your content strategy? Take a moment and list great content already being created for your audience. How can you make this part of your curated content marketing?*

4. **Encourage user-generated content:** *Ask for it! Your customers will only know what you need if you ask them. What can you be asking your customers for?*

SOCIAL MEDIA MARKETING

What kinds of questions can you ask your audience? Brainstorm 10 ideas right now. They may be more valuable than you think.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

CREATING AN ORGANIZATIONAL QUESTION ENGINE

What kind of a system can you create for your team to help you keep track of customer questions that you can use to spark social media conversations and create helpful content? Don't forget frontline team members with direct customer access.

Can you institute an activity with your team where you regularly share the most interesting (jaw-dropping, surprising, best, worst) insight from one of your customers or community members?
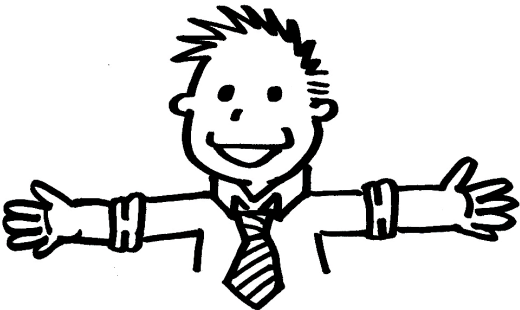
How can you and your team utilize an editorial calendar to plan your social media and content marketing?
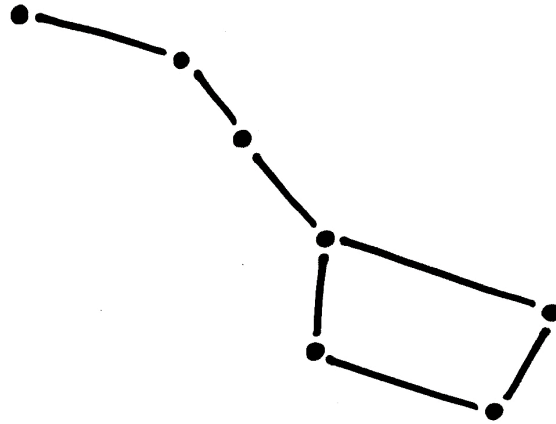
CONNECT YOUR DOTS

IMPLEMENTATION

Forget about your "people problems."
Embrace your people power and put your
biggest asset to work in your digital
marketing. Like the examples used in the
book from brands like Ben & Jerry's and New Belgium Brewing, you need to
find ways to get scrappy with your staffing both internally and externally.

What are your biggest internal obstacles to embracing your people power?
Take a moment and sketch out your concerns related to each of the following
(acknowledging your obstacles is big step toward resolving them):

Time

_____

_____

_____

_____

Talent

_____

_____

_____

_____

Terror

_____

_____

_____

_____

How can you get scrappy with your internal staffing? Can you divide and conquer based on social network? Or can you split things up based on complexity and/or urgency?

Are there ways you can get scrappy externally? How can you encourage your fans to help you create content? Are there skills your agency partners bring to the table?

Forget the social media command center. What kind of physical space does your team actually need?

Consider your marketing map and previously established compass points. What tools and technology are needed to support these efforts?

How can you foster a culture that embraces your organization's people power?

Scrappy Reminder: Your people—both your team members and your community—won't know how to help you until you ask them.

INTEGRATION
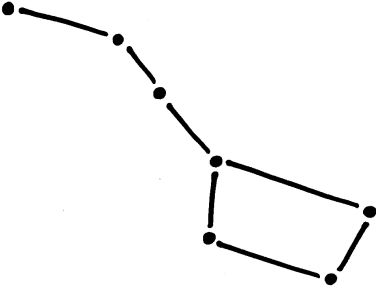
Social media and content marketing are two of the
more popular categories within digital marketing.
To get scrappy, you have to connect these initiatives to classic digital channels
such as email marketing and search-engine optimization.

You also need to be mindful of POEM, managing the integration of your:

- **P**aid
- **O**wned
- **E**arned
- **M**edia

Start a list of your online touchpoints now and see where you can connect them.

TOUCHPOINT   CONNECTION POINT

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*How can you integrate your **email marketing** with your social media and content marketing? Remember, email is the digital glue that holds your customer relationships together.*

*How can you use your **paid search and social media advertising** to amplify your current marketing efforts?*

*Check out Google's Keyword Planner and review the top keyword combinations in your industry. How can you create **owned media** content around the heavily searched keywords and combinations you uncover?*

*Who are the online **influencers** in your industry? If you're having trouble answering this, consider who your customers listen to. How can you identify them and find ways to partner on new forms of content, which can help you drive more earned media traffic back to your brand?*
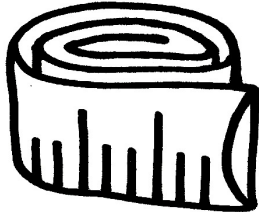
Scrappy Reminder: Why should someone bother to follow your brand on social media? Remember to spell out these benefits clearly when it comes time to add the social media icons to your other brand touchpoints—both online and off.

PLAN FOR GROWTH

MEASUREMENT

Metrics are abundant in digital marketing. Measure what matters by aligning your performance data around your map's destination or business objective. Use these metric recipes to help you share your success with the rest of your team.

List some of the metrics you're currently using to measure your digital marketing. Remember, these metrics usually come in three categories:

Engagement data (from social media)

_____

_____

_____

_____

Sentiment (usually from an advanced social media management platform)

_____

_____

_____

_____

Website analytics (Google Analytics or something similar)

_____

_____

_____

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_____

How can you use this data to cook up meaningful metric recipes around the core objectives outlined in your marketing map? As a reminder, here's a quick breakdown from Get Scrappy:

▸ **Branding**—web analytics such as visitors; share of voice

▸ **Community Building**—subscriptions, participation

▸ **Public Relations**—brand mentions and sentiment

▸ **Market Research**—new ideas gleaned, competitive insights

▸ **Customer Service**—number of incidents, CRM data

▸ **Leads & Sales**—lead source on prospects and customers

How can you create an easy-to-follow digital scorecard to share with your team? Which quantitative and qualitative metrics could you include?

EXPERIENCE
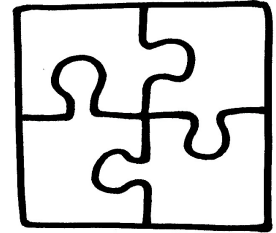
The whole is more than the sum of its parts. To create marketing that matters, you have to put everything together, creating a unified brand experience both online and off. By embracing your new role as chief brand ambassador and bringing everything you do to market your organization together, you'll be on your way to doing more with less and creating smarter digital marketing.

What does your brand experience look like from the customers' perspective? Are they seeing the big picture—a holistic, clear, consistent brand? Or are they seeing a fragmented brand, with different messages and touchpoints across different channels?

How can you bring everything together, online and off, to create a whole that is more than the sum of its parts?

Concentric circles are simple, scrappy tools for mapping out your overall brand experience. Complete your touchpoint map using the three concentric circles described here and visualized in the following diagram.

▸ **Core Brand DNA:** Touchpoints include your spark, name, logo, brand promise, and core story.

▸ **Product/Service Experience:** Touchpoints include your product or service itself, its packaging, and how it's taken to market (your website, your store, etc.).

▸ **Marketing/Communications Experience:** Touchpoints here come in two categories—your static-analog touchpoints (broadcast media, direct mail, etc.), and interactive-digital touchpoints.
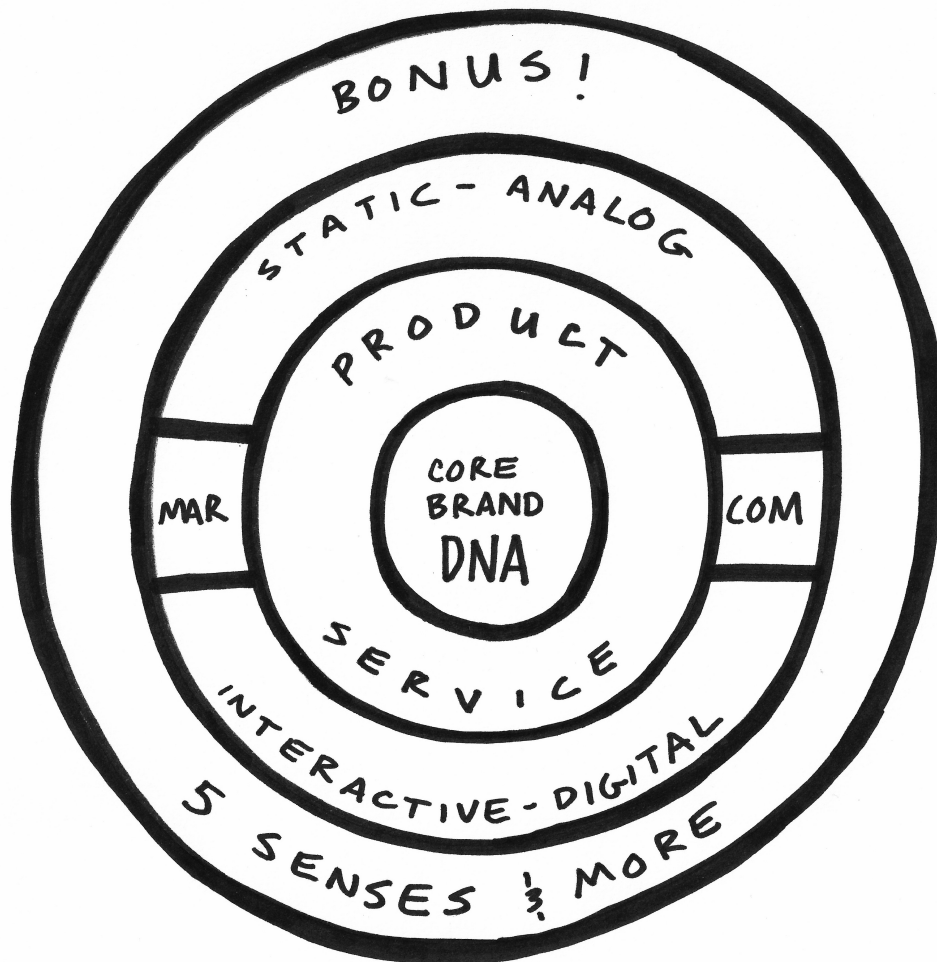
I hope you enjoyed this *Get Scrappy* workbook. Again, if you have any questions, please feel free to email me at nick@branddrivendigital.com.