

# SCRAPPY SUMMARY

A GET SCRAPPY RESOURCE FROM NICK WESTERGAARD

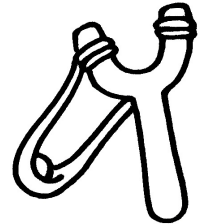
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Thank you for ordering my book *Get Scrappy: Smarter Digital Marketing for Businesses Big and Small*. Enjoy and share this scrappy summary of the book's big ideas.

## The Scrappy Mindset

Scrappy is more than just a clever book title. It's a necessary approach for rethinking marketing as marketing rethinks itself. Here are the key tenets:

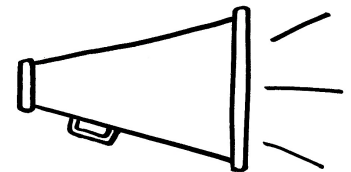
- ▶ Brains Before Budget: Scrappy marketers always look before they leap.
- ▶ Market Like a Mousetrap: Be on the lookout for ways to be more effective and efficient with your marketing.
- ▶ See Ideas Everywhere: Technology today moves too fast to be confined by your industry or market when it comes to looking for ideas you can borrow in your work.



## The Brand Behind the Megaphone

Strong brands with something to say matter more than ever in the digital age. Remember to create a brand with a:

- ▶ Spark: Why does your brand exist?
- ▶ Promise: What do you do and for whom?
- ▶ Story: What's your brand's three-word story?
- ▶ Voice: How does that story sound?
- ▶ Visuals: How does that story come to life visually, online and off?



Share this brand blueprint with your team so everyone understands who you are and what you stand for.

## Map Your Marketing

Don't get bogged down by strategy. 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 we drive toward with our marketing:

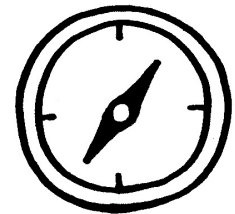
- ▶ Branding
- ▶ Community building
- ▶ Public relations
- ▶ Market research
- ▶ Customer service
- ▶ Lead generation/sales

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

## Follow Your Digital 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.



## Create a Question Engine

Make your ongoing digital marketing efforts more 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.

- ▶ Collect a list of questions your customers have today. Think about how you can use these questions to create helpful content in the form of blog posts, videos, and podcasts.
- ▶ Start a list of questions you can ask your community via social media to keep your conversations moving and to feed your editorial calendar. Enlist your colleagues at the office in this task (see next topic).



## Embrace Your People Power

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. Remember, your people—both your team members and your community—won’t know how to help you until you ask them.

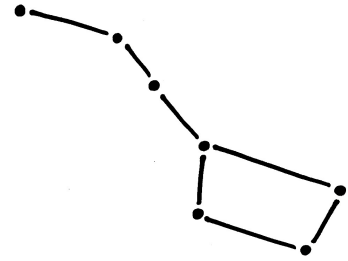


## Connect Your Digital Dots

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

Throughout all of your marketing you need to make sure that when you promote your channels, you do more than simply slap the social media icons onto things. Tell people *why* they should bother to connect with you.

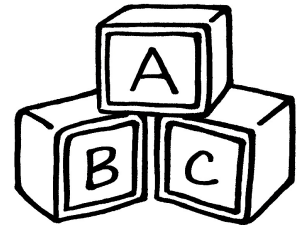


## The Simplification Game

To simplify your digital marketing for the long haul, implement these four content creation hacks to help you get the most from your marketing:

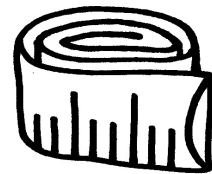
- ▶ Relentlessly repurpose content
- ▶ Utilize historical content
- ▶ Curate content
- ▶ Encourage user-generated content

Social media conversations can be simplified by focusing on the most important conversations. While you need a plan for negative customer interactions, you also need a plan for how to convert your positive customers into social brand ambassadors.



## Measure What Matters

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.



## Putting It Together

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.

