

Riding the Digital r/Evolution

by Matthew Dorcas, Capacity Marketing

Technology - it's all around us. The fact that you check and answer emails, even if it's just once a week, means technology is part of your business. When we all had to figure out how to jump on Zoom last year and find the mute button, we learned pretty quickly how technology could play an even bigger role in our businesses.

This created an incredibly unique opportunity for marketers. It meant that some older techniques needed to be shelved and some new techniques needed to be folded into our business strategy. Have a conversation with the businesses who did well during the pandemic and the majority will tell you they did a digital pivot and rode the storm. Most of them found a way to survive with some hard work and digital ingenuity. Of course, there were some businesses that could not insulate themselves. The tourism industry got hit hard, but many eventually learned to adapt...though let's take a moment of silence for the businesses that did not survive. What doesn't kill you makes you stronger, they say. Here's to looking ahead.

Back to the unique opportunity. This forced businesses to try something they have been thinking about but were too afraid to take the leap. "Why fix something that isn't broken, right"? The pandemic pushed them to make choices, tough choices! They discovered that digital not only works, but it's precise and incredibly efficient. When digital is done systematically, it's trackable and directly correlates to your return on investment (ROI). When it's paired with print and direct mail marketing, it can be even stronger. When it's coupled with a full-service strategy and plan that integrates the brand both offline and on, it's magical!

Digital was a must for many during the pandemic, but now life is getting back to a "new norm". For our clients, we've already begun the important task of assessing their tactics in light of the new shift. This may mean utilizing some of those shelved techniques and bringing

them back out again. For others, it might mean archiving those techniques and accepting the digital transformation of their business. It also depends on your industry.

Digital Advertising can get very expensive very quickly depending on what stage you're competing on (*ahem* Google, we're looking at you...). Other techniques might not even make sense for your business. Geotargeting in Sullivan County for example: There just aren't enough impressions to deliver an ROI, so you need to think outside the box. Where is your target market, really? And where is the best place and time and location to reach them? And here is the one no one wants to hear: Digital transformations for some businesses might mean a complete overhaul. Scary! But what does that even mean?

A digital strategy that is poised for success is a holistic approach. Think of it like a clock. If one gear is out of place you aren't going to get an accurate time of day, or the clock might not work at all. Your website, social media, digital advertising, messaging, emails, branding and even offline efforts, need to all be in sync. If they're not, we need to recalibrate and sometimes reconstruct. Each and every gear needs to represent your brand, your voice, and speak to the psychographic+demographic+geographic of your target audience (*whew* that's a lot of -graphics!). How does your Archetype speak to your customer, and how does it evoke them to connect? That's the good stuff; the stuff we love, that brands love, and that most importantly, consumers love! When you have that figured out, anything is possible.



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