



KINSON DIGITAL WHEEL

THE
DIGITAL
TRAINING HUB

THE KINSON DIGITAL WHEEL

A Digital Strategy Framework



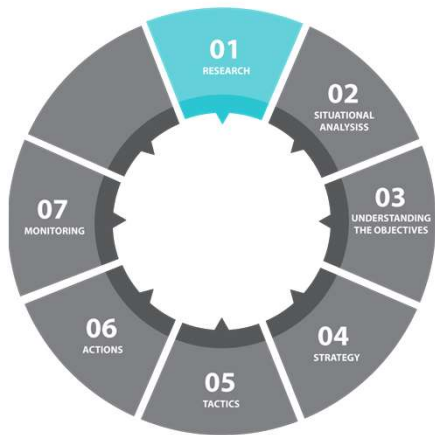
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GO TO MARKET MEDIA STRATEGY



1. Research
2. Situational Analysis
3. Internal discussion of Objectives.
4. Developing an approach to achieve the objectives.
5. Formulating tactics for the strategy.
6. Next steps and actions. Monitoring the strategies used and adjusting where necessary.

Research



We must get an understanding of what our targets are doing online, the their sentiments of the brands and where they originate from.

- Who are we talking to?
- What matters to them?
- What message should we say?
- How should they respond?

To achieve these insights, **Social Bakers** and **Mediatoolkit** will be used to highlight the following:

- **Consumer Insights**
- **Digital Sentiments & Mentions**

For the website (<http://redstripebeer.com/>). We will use Google Analytics to determine the traffic sources, then identify ways to reduce bounce rate and increase visits/views.

Situation Analysis



Example

	Key Observations <ul style="list-style-type: none">• Consistent (Good usage of red filter)• Fashionable; Premium, Tells a Story		
		5.7K	48K
	Patriotic/ National Pride <ul style="list-style-type: none">• Shareable• High Vibes/Party		
		27.1K	139K
	Consistently: Dancehall/Street <ul style="list-style-type: none">• Masculinity/Virility,		
		59K	236K



Objectives

- **What are your KPIs** (Impressions, Reach, Engagement, Page Views and Sessions).
- Focus of creating stories and **breakthrough content** to stimulate engagement.
- Conversions: How will conversions be measured? What are you trying to achieve for the business?
- Using more than the typical digital platforms to communicate the **relevance of our brands** in key occasions (Whatsapp, TikTok, Instagram, Facebook)

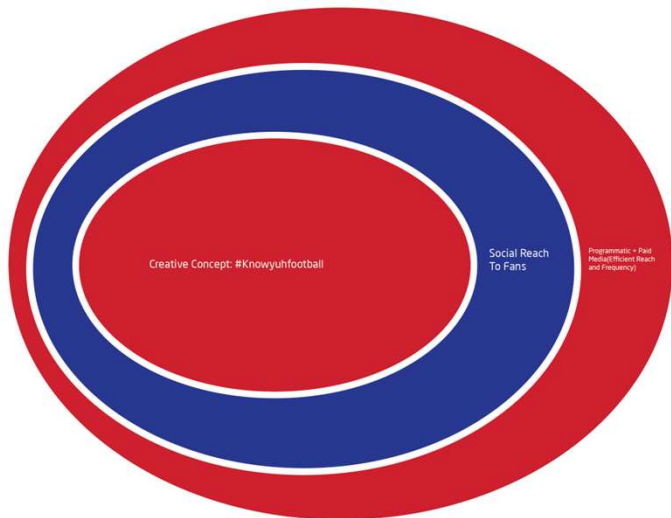
The Messaging and The Approach

- Establish the Message
- Identify and **choose the platforms** to reach fans.

Digital Distribution

After the developing the overall message:

1. Social Media will be used to engage and reach fans.
2. Programmatic and Paid Media will be used to capture and engage non-fans .



Digital Tactics



Develop Content Strategy to achieve the following:

- Develop a comprehensive content calendar.
- **Influencer Strategy**
 - Person-to-person is essential for reach, so we will use **Influencer Marketing** to increase engagement.
 - Quality Content: **Engagement Baiting** will be minimized (*Requests for likes, shares or comments*).
- Soliciting for **User Generated Content**.
- **Showcasing innovativeness** by using updated platform features. (**InstaStories, Snap Filters, TikTok Live**)
- Applying a generous ad spend budget and using the **best optimization practices** to achieve maximum reach/impressions.



Next Steps

- **Confirm Communication strategies** including Message/theme and related tags to Digital Team.
- **Liase and confirm external bodies** (*Influencers, Vendors – E.g. Skkan Media*).
- **Review upcoming event** and initiate creative development.
- Initiate Event Execution Checklist.
- Configure **monitoring platforms** for campaign launch and tracking.

Monitoring

Weekly Monitoring of the Following:

- **Measuring KPIs** to Results
- **Essential Website Metrics:** Page Visits, Users and Bounce Rate.
- **Social Media:** Engagement, Reach and Impressions.
- **Generate reports** and identify areas for adjustments.

