

# Digital Strategy

Is your digital marketing working hard enough to serve your organisation's goals? Whether you're aiming for sales, donations, engagement or otherwise, an integrated Digital Strategy can make all the difference to your success.



## Want a tailored Digital Strategy?

Kindred can help you transform an existing organisation, streamline your tools and processes, or start something completely new.

Kindred Digital Strategist Maeve Ashby will work closely with your team to determine your organisation's unique needs, then develop an integrated, data-driven Digital Strategy and implementation plan that aligns to your business, marketing and digital objectives.

## Why might you need a Digital Strategy to help your marketing?

No matter what industry you're in, your customers and clients are using digital tools and platforms in their everyday lives. [According to Deloitte](#), 9

out of 10 Australians own a smartphone and we're more likely to bring our smartphones than our wallets with us when we leave the house.

To avoid being left behind, your organisation needs a digital presence with a defined strategy that's integrated with your offline marketing efforts. If you're not strategic about the way you operate online, your competitors will be.

From her experience working with organisations in a range of industries across Australia, Maeve knows first-hand how common it is for digital to be under-resourced and reactive within organisations, resulting in a lack of clarity on customer behaviour. Without clearly defined strategic objectives and measures of success, it is incredibly difficult to use digital tools to their full advantage.

A Kindred Digital Strategy will help you define your objectives, clarify how your target audiences are behaving online and the channels to reach them, tactical recommendations to maximise your success and measures of success to benchmark against.

## Need a digital marketing plan to help with digital innovation?

Continuous innovation is the key to keeping up with your customers, clients and competitors — and in this electronically-connected world, that means keeping up with digital.

With many free and low-cost digital tools available, digital marketing has low barriers to entry. But that doesn't mean shifting and reinventing your marketing activities is straightforward. So where to start?

Maeve will help you take stock of your current digital activity, look at the bigger picture, work out how to orchestrate the elements together, and combine it all into an actionable and integrated digital marketing plan.

Maeve honed her innovative approach in her time working for The Australian Ballet, where she led various digital innovations. Two highlights included:

- a new digital self-service ticket exchange, which grew the organisation's volume of digital customers
- an add-to-calendar functionality that both improved post-purchase experience and served as a lead generation tool (attracting 32,000 users, 45% of which were new to the database).

## What's included in a Digital Strategy?

We work closely with you to serve your organisation's unique needs and objectives for your online marketing strategies. Here are some of the elements your Kindred Digital Strategy might include:

- digital marketing goals that reference your overall business objectives
- competitor analysis
- SWOT analysis (strengths, weaknesses, opportunities and threats)
- analysis of existing digital channel activity
- proposed suggestions for digital channels
- key messaging for digital
- implementation plan with recommended digital tactics
- alignment of tactics to digital goals
- measures of success for each tactic.

## What digital tactics might we recommend?

A Kindred Digital Strategy will look at all of your existing activity as well as opportunities to use new tools or systems. Your strategy could include suggestions on:

- website user experience (UX)
- search engine optimisation (SEO)
- email automation, personalisation and mobile-first design

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- e-commerce integration
- customer relationship management (CRM) system
- customer databases
- key messaging
- social media strategy
- Facebook advertising
- influencer strategies
- Google ads
- Google Analytics
- and more.

At Kindred, we know how important it is to continually review and optimise your digital marketing plans as technology and customer behaviour evolves. That is why your Digital Strategy will include recommendations for rollout, reporting and optimising over time.

## What do our clients say?

“Maeve delivered a robust and expansive Digital Strategy that covered answering the big-picture strategic questions right through to providing tactical ideas so that our team could hit the ground running. Our team were very impressed that the strategy was so well-grounded in research and data.”

— Mary Parker, Director Communications & Creative, Cross Yarra Partnership

METRO TUNNEL CREATIVE PROGRAM CASE STUDY

“Kindred have given us a clear roadmap on how we can achieve our organisational goals through digital. Maeve and her team are true experts in their field ...This work is fundamental to data-driven decision making and communicating brand successes both internally and externally.”



— Lucy Shorrocks Director, Marketing and Communications, Musica Viva Australia

#### MUSICA VIVA AUSTRALIA CASE STUDY

“Engaging Maeve as our digital marketing consultant was one of the best business moves we have made. Maeve had incredible insight into our business: She listened to our business needs, ascertained our goals and interpreted them in an effective way after implementing her digital strategy and plan, our business has seen a 650% revenue increase for direct-to-consumer sales.”

— Laura Evans, Owner, Motobean

#### MOTOBEAN CASE STUDY

## Want more information?

The best way to find out more is to connect with us to discuss your organisation’s unique needs.

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# Website UX Audit

How can you ensure your website is truly serving the humans behind every screen? By thoroughly reviewing your user experience and making website optimisations accordingly.

In a website user experience (UX) audit, we review key areas of your website through the lens of your customer personas. We test the steps customers take to engage with you digitally in a range of situations, highlighting pain points and untapped opportunities.



## What kind of website optimisations can a UX audit suggest?

Our recommendations are insightful, actionable, and can produce huge ripple effects. Kindred Strategist Maeve Ashby has had first-hand experience of this.

In her time employed by The Australian Ballet, Maeve led a project to develop auto log-in functionality for a high-value audience segment, reducing barriers to checkout like 'forgot password'. 90% of customers who clicked through from the email converted. This one optimisation saw an 18% increase in transactions year-on-year.

# What can a Website UX Audit review?

The scenarios we look at in your website user experience audit link back to your website strategy, goals and business objectives, and could answer questions such as the following.

- Which stage of our sales journey is causing the most drop-offs and how can we rectify this?
- How easy is it for our customers and prospective customers to find us (search engine optimisation)?
- How easy are customers finding it to buy from us, donate to us, or sign up for our events?
- Does our website navigation and content allow our audience to find answers to their questions?
- How does behaviour on our website differ between desktop and mobile users, and how well is our website really working on mobile?
- How seamless is the integration between our website, emails, social media, customer relationship management (CRM) system, Google Analytics, and other channels and databases?

## Why hire a digital strategist for a Website UX Audit?

Kindred Digital Strategist Maeve Ashby takes a practical and insightful approach to user experience auditing. As a fresh set of eyes with perspective across a range of industries and digital experiences, Maeve is skilled at putting herself in the position of different users and drawing out the details of those experiences.

Her recommendations are data-driven, based on best practice digital experiences, and always tailored specifically to the needs of your organisation and its audiences.

# What do our clients say?

"We knew our customer experience needed improvement, but Kindred helped us clarify exactly what needed to change, and how. This project has given us an actionable to-do list, with journeys visualised and data-led recommendations in a digestible format, so we can hit the ground running. We are also grateful for the best practice recommendations that go beyond the expertise of our in-house team"

— Dana Moran, Engagement & Strategic Communications Manager, The Australian Ballet School

## AUSTRALIAN BALLET SCHOOL CASE STUDY

"Maeve's work gave us the confidence to launch a monthly giving campaign, knowing that every step on the user journey was watertight and optimised to deliver maximum success."

— Kate Scott, General Manager, Women For Election Australia

## WOMEN FOR ELECTION CASE STUDY

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# Marketing Reporting Strategy

Need advice on how to get the most out of your marketing reporting tools?

Your website's Google Analytics, email program, social media channels and other sales and marketing platforms offer the ability to collect a lot of useful data. But how well are you translating those raw numbers into insights that underpin improved business decisions?

extract valuable insights from your data by:

- aligning all reporting to your strategic goals
- setting up efficient reporting systems and processes
- identifying opportunities to automate or streamline processes to save on resources
- building your team's capability to gather and analyse data
- and more.



# What will a Marketing Reporting Strategy include?

The most useful reporting often comes out of working smart with data, rather than letting it try to do everything. Your reporting strategy will include actionable recommendations to improve your team's efficiency of data collection and effectiveness of analysis.

We'll tie everything to your organisation's unique needs and goals. On top of our insightful strategic recommendations, you may also require:

- reporting presentation templates
- workflow documents
- recommendations of technical professionals such as database administrators
- and more.

## How can a Marketing Reporting Strategy help your organisation?

A good reporting strategy helps you make the right decisions and can often spark ideas for untapped opportunities.

Having worked with various types of clients across Australia, Kindred Strategist Maeve Ashby understands the challenges facing organisations in every industry around big data. Too many teams get drawn in by the temptation to drain resources into collecting irrelevant figures, while failing to properly analyse the metrics that really matter.

Maeve can help you take a step back to evaluate your reporting tools and processes, and zero in on the reporting features and capabilities that will work hardest for you to achieve results.

# How can a digital strategist help with Google Analytics reporting?

Maeve can help pinpoint how Google Analytics can help you report on your progress towards meeting your marketing goals and business objectives by:

- adding filters and segments
- creating custom reports and dashboards
- highlighting which reports and dimensions to use
- ensuring eCommerce is set up correctly
- developing a tracking code structure (urchin tracking module/UTM: a simple code that can be attached to any URL to generate Google Analytics data) so that all links used in your marketing can be properly tracked and measured
- and more.

Maeve will work with you to upskill your staff and embed these changes into your processes and everyday ways of working.

Many of Maeve's clients have benefited from her development of a tailored weekly digital report that is very simply delivered in an email to key staff. Embedding this weekly process creates an opportunity for staff to stop and reflect on the success of their work so they can optimise for the future.

If your organisation is needing help with more technical specifics, Maeve can also connect you with a specialist Google Analytics Consultant to help implement your Kindred Marketing Reporting Strategy.

## What do our clients say?



"Maeve's work to create structure and processes in our reporting has enabled our team to be agile in its marketing activity and decisions: key in this COVID-world. She's a friendly and capable extension to our team and I look forward to continuing to work with her."

— Samuel Cairnduff, Director of Marketing and Communications, Tasmanian Symphony Orchestra

TSO CASE STUDY

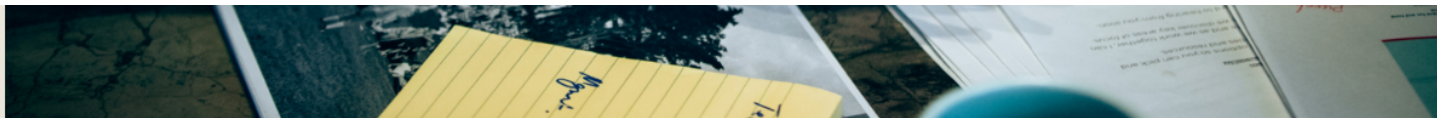
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