

Introduction to Digital Landscape

Facilitator Guide





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		Conversion into tablet form	

Companion Documents

Some training documents require a companion document eg a generic module may be supported by a role specific module and both would be incomplete without the other. The below table identifies if the current module is dependent on any other modules.

Document Type	Document Name	How to Use the Documents
Generic	Introduction to Digital Landscape PowerPoint pack (and accompanying videos)	This is a PowerPoint based module. This document contains notes to the slides.

Document Control

Document Owner	Legal Statements	Trademark Notice	Important
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The Course in Perspective

Goal

This module highlights the digital marketplace today, what's going on with digital search and what is the role of Yellow Pages®.

This will help you to provide relevant and current information to our advertisers. You will be able to discuss the digital marketplace with confidence, helping to build trust with our advertisers.

Module Timing

1.5 hours

Module Objectives *Slide 2*

After completing this module, learners should be able to:

- Describe the 'digital landscape'
- Identify interactions that are happening in the digital universe every day
- Explain how the consumer search and buying process has changed
- Explain the importance of relevant content to being found in an online search
- Describe the role of Yellow Pages place in the digital universe

Target Audience

IST and NSP for Sales, Care and Production

IMPORTANT NOTE ABOUT VIDEOS

The PowerPoint file accompanying this course contains a number of video links. You must be connected to the internet and intranet to be able to view them.

PowerPoints must be viewed in full screen for a video to play.

A YouTube video should play automatically, or click the **Play** button as needed.

It is important that you test run PowerPoint videos before running the session. The full YouTube links are provided in this guide.

The videos are also stored offline on a shared drive at the following location:

\\EXC1-NT-FS02P\data3\shared\NLD_Open_Access\Digital Revolution Videos

If you need to present this session when not connected to the net, save the videos to your machine and play them separately.



Introduction to Digital Landscape

Goal

The purpose of this module is to look at transactions that take place in the digital world, to understand the digital marketplace right now, and provide an ability to discuss the digital marketplace with confidence. This helps us to provide relevant and current information to our advertisers, which in turn builds trust.

Time

15 min

Overview *Slide 5*

After completing this topic, learners should be able to:

- describe the 'digital landscape'
- identify transactions that are happening in the digital universe every day

Materials Needed

- introduction to Digital Landscape PPT Pack
- 'Information Revolution-conference opener' video

\\corp.org.local\dfs\vic\data3\shared\NLD_Open_Access\Digital Revolution Videos



INTRODUCTION TO THE DIGITAL LANDSCAPE *Slide 6*

The Revolution Will Not Be Televised – It Will Be Downloaded

'Prior to the Internet, the last technology that had any real effect on the way people sat down and talked together was the table' (sic)

Source: Clay Shirkey

(Clay Shirkey is an Author of many online marketing and online theory books www.shirkey.com)

Discuss this quote briefly with the group:

- do they think this is the case?
- what do they do differently now as opposed to before, eg calls on Skype or iMessage

Information Revolution (3min 29 sec)

Play the 'Information Revolution' video (video is in PrepSmart videos section or you can access this off the share drive at the following location)

\\corp.org.local\dfs\vic\data3\shared\NLD_Open_Access\Digital Revolution Videos

Discuss the video with the group:

- what do you take out of this?
- what does this means for a Media Account Managers?
- what about advertisers? What about users?

60 Seconds

Slide 4

Ask the group:

A minute is not long. How much can be packed into a minute?

- how many questions can you ask in 1 minute?
- how many questions can you answer?
- how long does it take to get your morning coffee? (longer than a minute)
- if we think in terms of the digital world, how much do you think went on in this last minute?

(The next slide shows some interactions that happen in 60 seconds on the internet)

NOTES:



Click the image above to play video

60 Seconds (2nd Slide)

Slide 5

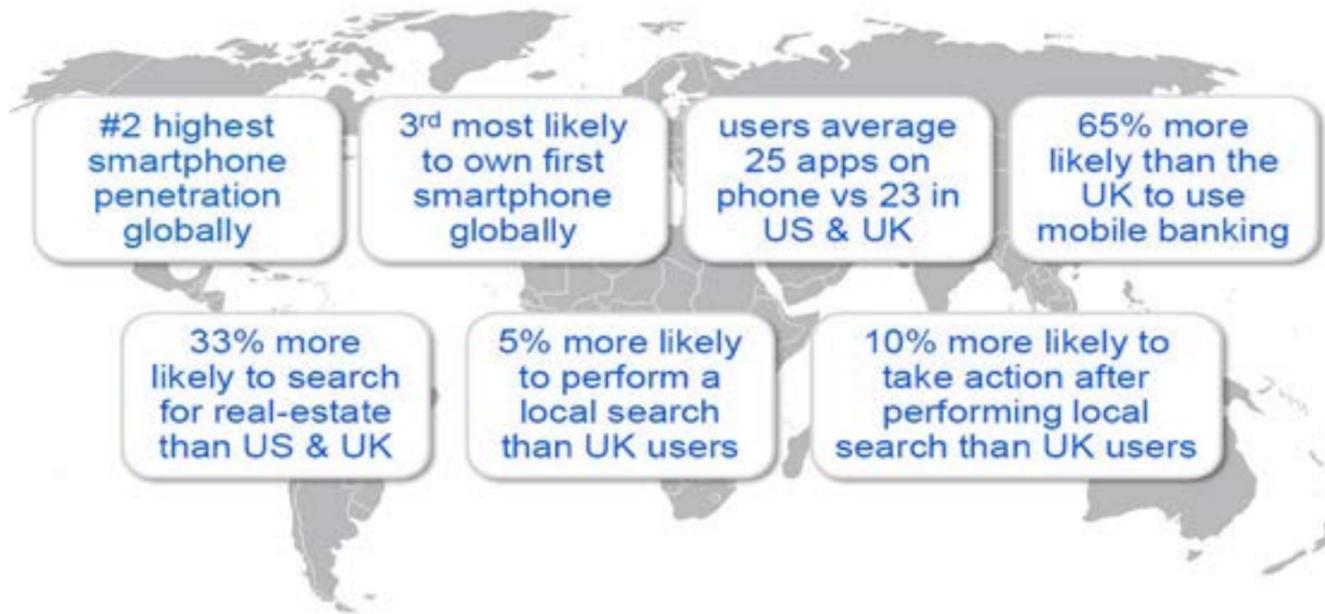
Below is a list of some of the interactions displayed on the slide. All of these events happens in 60 seconds.

This information is from 2010 so imagine how much more is going on now

- select 5-10 to read out to the group, or have them read some out
- 694,445 search queries are entered into Google
- 6,600+ pictures are uploaded on Flickr
- 600 videos are uploaded on YouTube, amounting to 25+ hours of content
- 695,000 status updates, 79,364 wall posts and 510,040 comments are posted on Facebook
- 70 new domains are registered
- 168,000,000+ emails are sent
- 320 new accounts and 98,000 tweets are generated on Twitter
- 13,000+ iPhone applications are downloaded
- 20,000 new posts are published on the micro-blogging platform Tumblr
- the web browser FireFox is downloaded more than 1700 times
- the blogging platform WordPress is downloaded more than 50 times
- 100 accounts are created on professional networking site LinkedIn
- 40 new questions are asked on YahooAnswers.com
- 100+ questions are asked on Answers.com
- one new article is published on Associated Content, the largest source of user generated content
- 1,200+ new ads are created on Craigslist
- 370,000+ minutes worth of voice calls done by Skype users
- 1,600+ reads are made on Scribd, the largest social reading publishing company



Australia is a global mobile leader



Internet Slide 6

With the increase in the mobile internet, a lot of the interactions are not just taking place on PCs and laptops, but on mobile devices like iPhones, Android phones and tablets like iPads. According to the Neilson Online Consumer Report of Feb 2011 internet usage on mobile phones had grown from 29% to 52% between 2009 and 2010.

It's safe to assume that today this number is higher.

Ask the group:

- who checks Facebook on their phone?
- who did it within the last hour?
- who checked the weather this morning?
- what about a public transport timetable or update?
- was that on the computer or on the mobile device?

You should see that a lot of learners have used the mobile internet today. Are there any other things they access regularly via the mobile internet?

Mobile traffic makes up 31% of Yellow Digital usage

Australia Is a Global Mobile Leader Slide 7

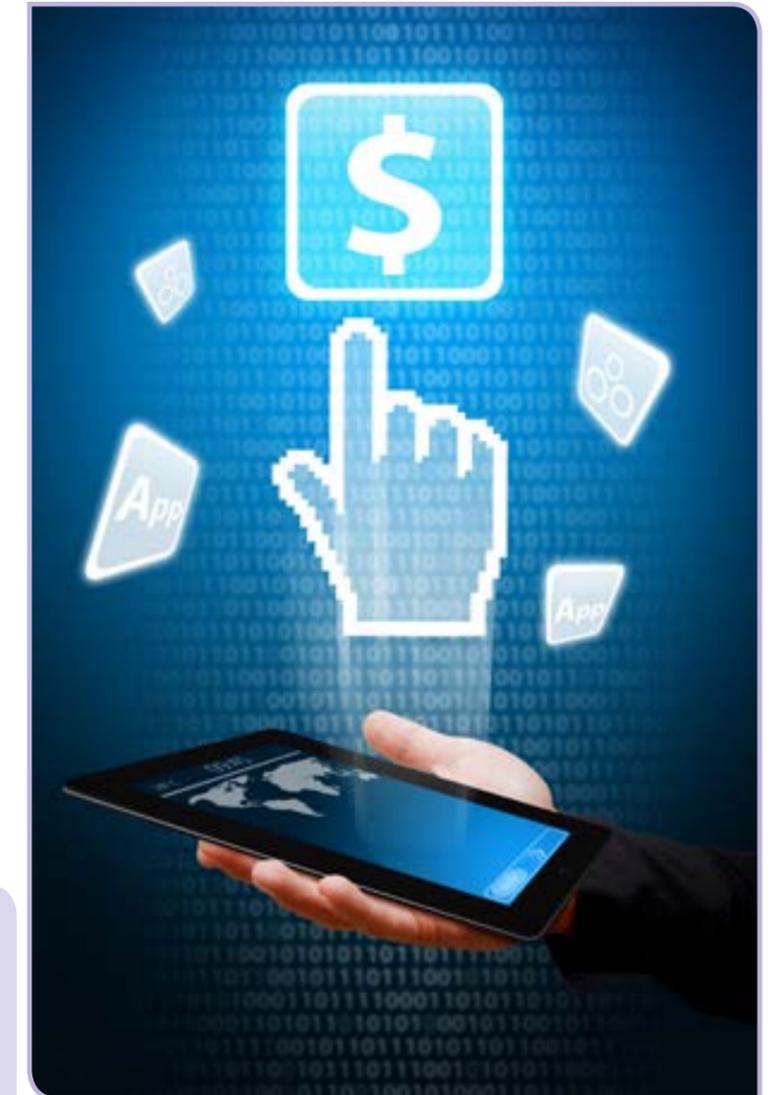
Go through the statistics on this slide:

What it means is a lot of searches for business are being done via mobile by users who may be 'on the go'. They want to quickly access relevant information about what they are looking for and they want it in a format that is easy to read and use on the go via mobile devices.

What Does this All Mean for Consumers and Businesses?

Slide 8

All this information may seem a little overwhelming. But what it really means is that with all this information out there, businesses have many more opportunities to connect with their clients, and as consumers, we have many more opportunities to find exactly what we are looking for.



Consumer Search and Buying Process

Goal

The purpose and goal of this module is to look at the change in consumers search and buying process and how this has changed in a digitally led world.

Time

30 min

Overview

After completing this topic, learners should be able to:

Explain how the consumer search and buying process has changed

NOTES:



Searching and Buying Process Slide 9

How we search and buy has changed

With all this information out there:

What are we looking for now? And how do we find it? Searching and its role in buying decisions has changed.

Consumers have always sought information about products and services before buying a product or engaging a business.

The ability to easily collect information from many sources, and make comparisons has changed.



Choices *Slide 10*

Today consumers are faced with many more choices than in the recent past.

More businesses provide similar products and services to choose from. Also, there is much more information available to help us select who we want to do business with.

For example:

- in the past you may have just popped down to your local hardware store if you needed buy a cordless drill. Now you can go to that same store, or you can go to Bunnings, Masters or Mitre 10. Even departments stores and supermarkets like Aldi may have a drill for sale. You could even skip the stores and order online. Before you buy it, you need to decide where to go and how to spend your money. Which brand should you get, who has the best deal etc

The internet is revolutionising the way we live our lives today.

- the explosion of search engines and social media has completely transformed the way people interact and access information. Internet-connected mobile devices are now giving us the opportunity to use online channels to search for information anytime and anywhere
- to make things even more dynamic, social media channels like Facebook, Twitter and YouTube are allowing people to not only consume information, but create it themselves

Have you ever used these sites? *Slide 12*

Have you ever:

- searched on a product or service that you were planning on buying to see what you could find?
- shopped for prices on a car or other big-ticket item you were considering?
- checked ebay for an item you wish to buy?
- looked up your symptoms online before going to the doctor?
- to check for deals on offers sites when looking for a restaurant/ weekend getaway?
- checked restaurant reviews online?
- taken online reviews into account before contacting a business?
- checked in to a business to either tell your friends or get an offer from the business?
- liked a business on Facebook? (either to enter a competition or to support the business?)
- followed a business on twitter to get special offers or know when a sale is on?
- clicked on an online display ad about a product or service you need?

Well, these are all part of the new search and buying process.

Let's look at how the process has changed in more detail...

Let's look at how the process has changed in more detail.

Slide 12

Traditional interactions: This slide shows an example of the buying process in the recent past.

In the past searches for products and services were generally made offline:

- we learned about, or had a need for, a product or service
- we asked others about it
- we found the relevant seller or service provider to do business with
- after the sale, or dealing with the provider, we let others know about our experience and shared it with our friends, family members or co-workers

Group Activity Slide 13

How do you:

- find which cameras are available?
- decide on the brand, make and model?
- find the camera shop?
- get the best price?

who would you speak to?

where else do you look?

what else might you do?

Now: This slide shows an example of the traditional plus new digital interactions, creating a combined buying process Slides 14

The current buying journey is a lot more complex. We still use the traditional methods. However, we combine them with new digital methods of search and communication.

The process below still happens:

- becoming aware of a product or service
- finding out information about it
- deciding on who to do business with
- letting people know about it



However, with so many more sources of information available at our fingertips, the means and method of doing this has changed.

Consumers generally will seek more information online before making buying decisions, consulting reviews, ratings and compare and contrast to get the most information about what they are about to buy or who they are about to do business with. Consumers are looking for quality, genuine information that will help with making a decision. This is why the popularity of ratings and review sites has grown significantly and continues to grow.

Consumers have always sought information about products and services before they buy or engage with a business.

What has changed is the ability to easily collect that information from many sources.

Read though some of the information sources used that are on the screen.

Ask the group:

- can you think of other places you may seek info before the sale?

Zero Moment Of Truth *Slides 15*

Google calls this change in the search and buying process:

'Zero Moment of Truth'



Now, Google advises there is a ZERO moment of truth that occurs before the shelf. It's where consumers will research information from many sources.

WATCH the Zero moment of truth video (1:42)



More information can be found here at the ZMOT Channel: <http://www.youtube.com/user/zeromomentoftruth>

What does this new search and buying process mean to business owners? *Slides 17*

Ask the group how they think this will effect a business today.

Businesses must be present in as many places as their customers are looking. They must have relevant content to help the consumer make decisions.

They should be prepared to interact with their customers online, ie via social media when comments or tweets are made or by responding to an online rating or review.

Social Media



Social Media *Slide 18*

We all know social media has had a huge impact on the way we communicate with our friends, family and colleagues.

It also affects the way we communicate with businesses.

How many of you have liked or followed a brand or business to get updates about new offers, new stock or new services, or to enter a competition?

Beyond personal networking, Facebook is now a powerful tool for brands and businesses.

Businesses can create a Facebook page to reach customers in new ways and have an interactive dialogue with them.

Facebook is in the center of consumer culture and many businesses have the opportunity to reap financial rewards.

Facebook advertising is highly targeted advertising, tailored to a specific audiences.

Social networking is a way that people and businesses with similar interests can connect.

For a business social media helps in hearing about what others are saying about your brand. It allows businesses to gain insight into how their brand is perceived and to tailor communications to create a strong presence within relevant conversations.

The role of social media in the buying process *Slide 25*

Consumers are likely to engage in social media when reviewing businesses and making purchase decisions.

- 73 % read others' comments about brands/products
- 59 % watch online video about products/services
- 43 % discuss/comment on brands/products/services
- 33 % post reviews about brands/products/services
- 30 % listen to audio reviews about products/services

DISCUSS:

How many of you have had friends post things like:

- 'which computer should I buy?'
- 'should I get an iPhone or a Samsung?'

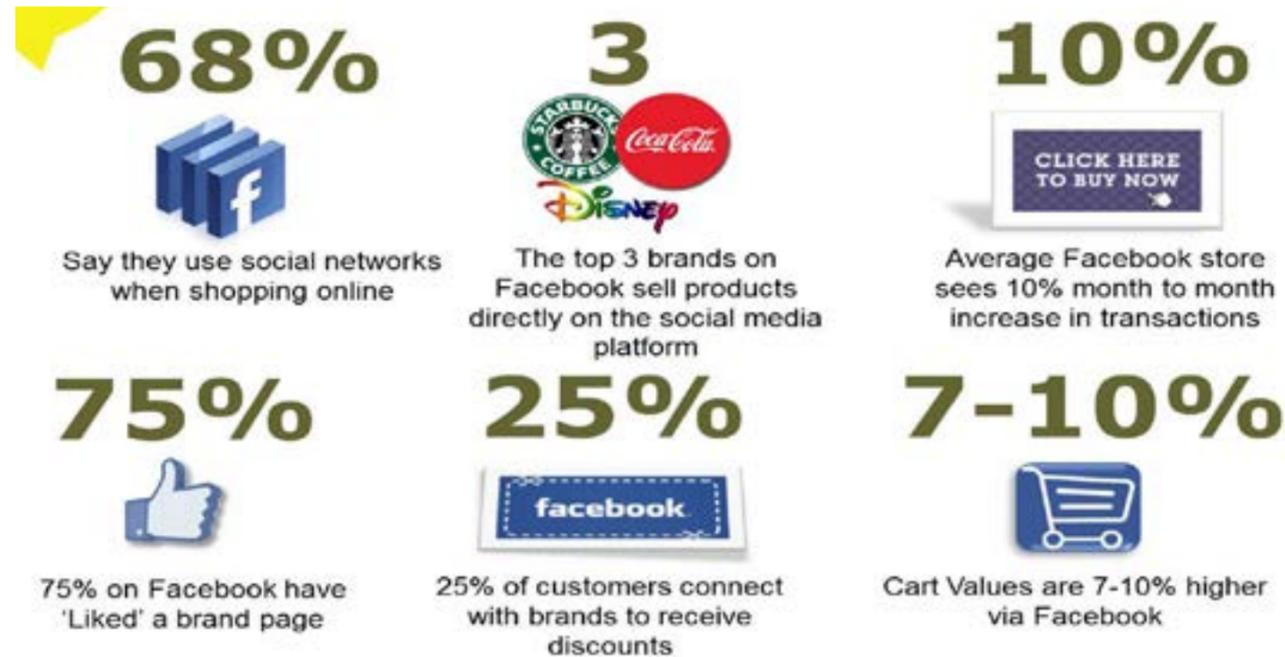
NOTES:

Corporate Social Media Expansion *Slide 20*

In 2012:

- 48 % of senior financial executives feel that social media will be an important component of corporate marketing efforts going forward
- 53% of business Executives see corporate social media usage increasing over the next 12 months

Source: Radian6 Social Business News _Via: www.columnfivemedia.com mindflash-infographic 'how-to-train-your-employees-to-handle-social-media'



F-Commerce *Slide 21*

Let's look at some more statistics about the trend towards social media in commercial interactions, and the trend towards social media commerce. *Slide 27*

I'm sure we have all heard of **e-Commerce** - online sales etc

Who has heard of **F-Commerce**?

F-Commerce is the term given to social media based E-Commerce. It's pretty new, but it's on the rise.

- read though the stats on the slide about F-Commerce
- ask the group, has anyone used this before?

What does an F-Commerce site look like?

Social Media now provides businesses large and small with a platform to provide e-commerce / F-commerce

Examples of Businesses sites on social media. *Slides 22*

Slides 22 a Facebook shop

Slides 23 - 25 how Telstra's social media presence looks across 4 Social media platforms: Foursquare, LinkedIn, Yelp and YouTube, Facebook and Twitter

What Does all this mean for Businesses? *Slide 26*

Ask the group what they think about the following statement:

'Businesses must ensure they have a presence on social media and, use it to interact with their customers'