

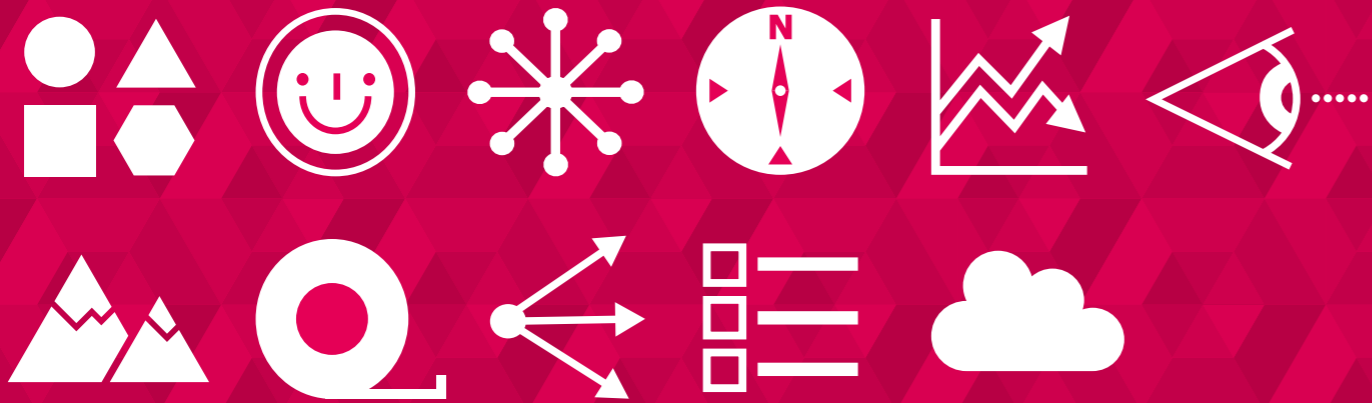
No Experience Necessary:
How to Bring Change Through
Strategy Development

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www.digitalengagementframework.com

Why this Framework?

- Straightforward, easy to understand
- Allows for multiple voices, encouraging buy-in
- Strategic goals focused on co-creation with visitors



DIGITAL ENGAGEMENT IN CULTURE, HERITAGE AND THE ARTS

Jasper Visser / Jim Richardson

Value creation model

Assets

Audience

Co-created value

The Value creation model helps you define the value your organisation and your audience will co-create through digital engagement activities. It's the first step towards a digital engagement strategy.

1. Assets

How do you create value for your audience? What are the (possible) products, services, experiences and emotions you make and share with your audience?

2. Audience

How does your audience create value for you? What are their resources (money, time, ideas, energy) and when are they willing to share these with you?

3. Co-created value

Which combinations of your assets and your audience's resources create additional or surplus value for all stakeholders involved?

Examples:

Your wines plus a food & wine recommendation service (assets) and crowd-ratings in this service (audience) highlight the best wine for every occasion (co-created value).
Your financial (or other) expertise (assets) and an open Q&A platform for finance related questions (audience) where you share your expertise create a repository for others and market insights for you (co-created value).

Engagement phases framework

Reach

Interest

Involve

Activate

The Engagement phases framework helps you to develop the activities needed to take your audience from merely reached to sustainably engaged. All stakeholders - internal and external - need to move through all four phases before they actively co-create value.

1. Reach

How will you connect with your audience? Usually, this happens outside the confines of your own channels. Reach includes advertising and PR.

2. Interest

How will you interest your audience and keep their attention throughout the activity? This includes a detailed content strategy.

3. Involve

How will you initiate the value exchange between your audience and you? Involve is the simplest, most accessible level of engagement (likes, ratings, etc.).

4. Activate

Finally, how will you turn low level engagement into the high(er) level engagement needed to co-create the value you are aiming for?

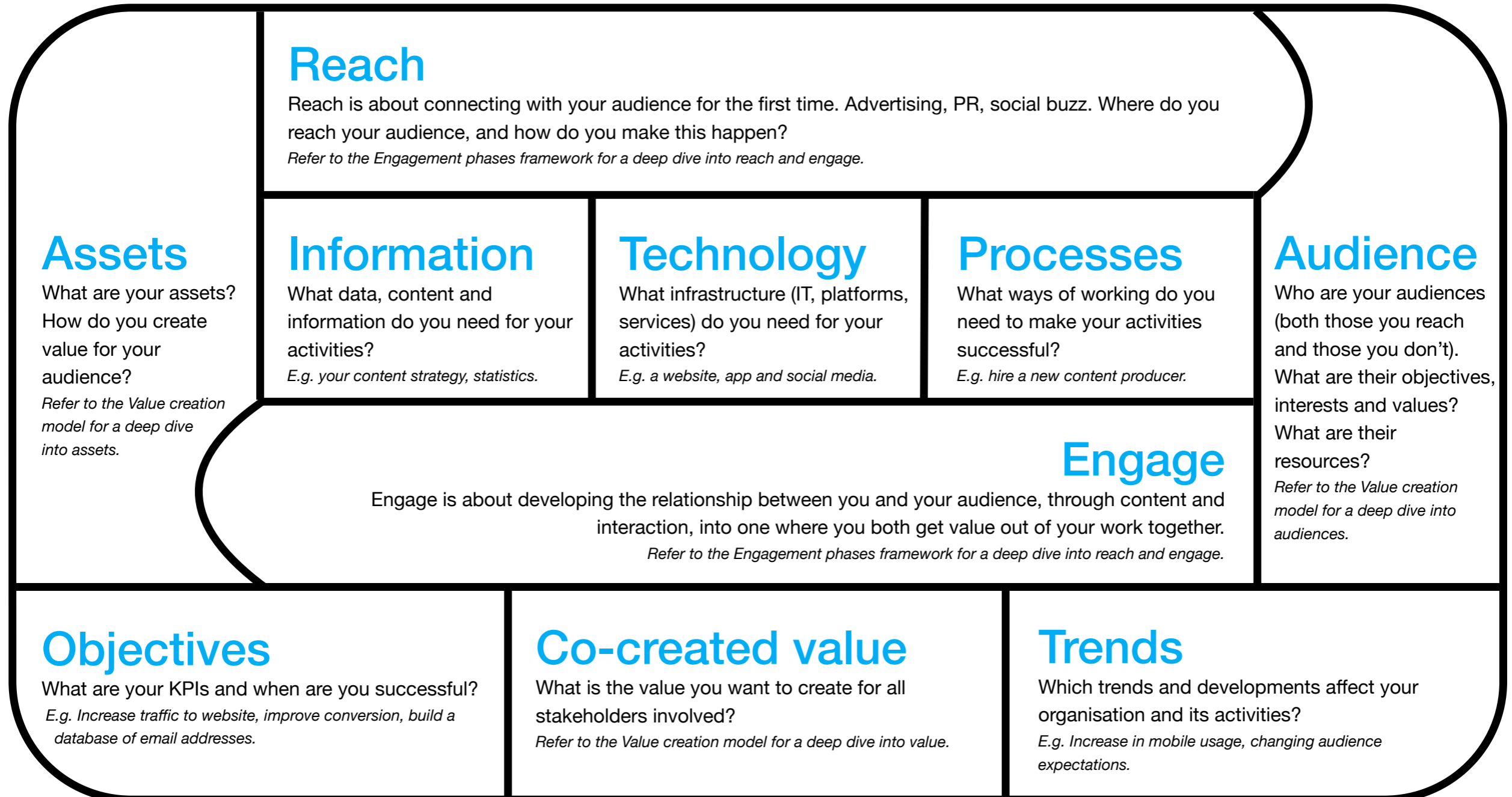
Example:

To co-create walking routes that start or end at your venue you create a platform where your audience can create these routes. You reach your potential audience with ads on walking websites, SEA and sponsored content. Interest is achieved with periodic curated walking tours. Visitors of the platform are involved with a rating system and ultimately asked (activated) to share their own tours.

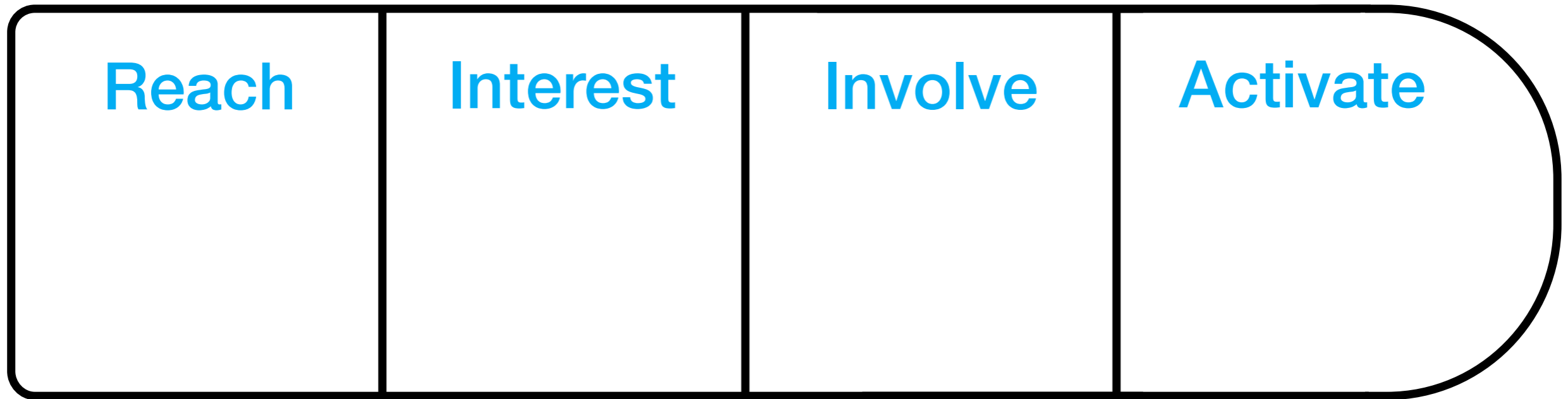
Sessions/Meetings

- Assets, Audiences, Trends
- Reach, Engage, Co-Created Value
- Objectives, Information, Technology, Processes

Digital engagement framework version 3



Engagement phases framework



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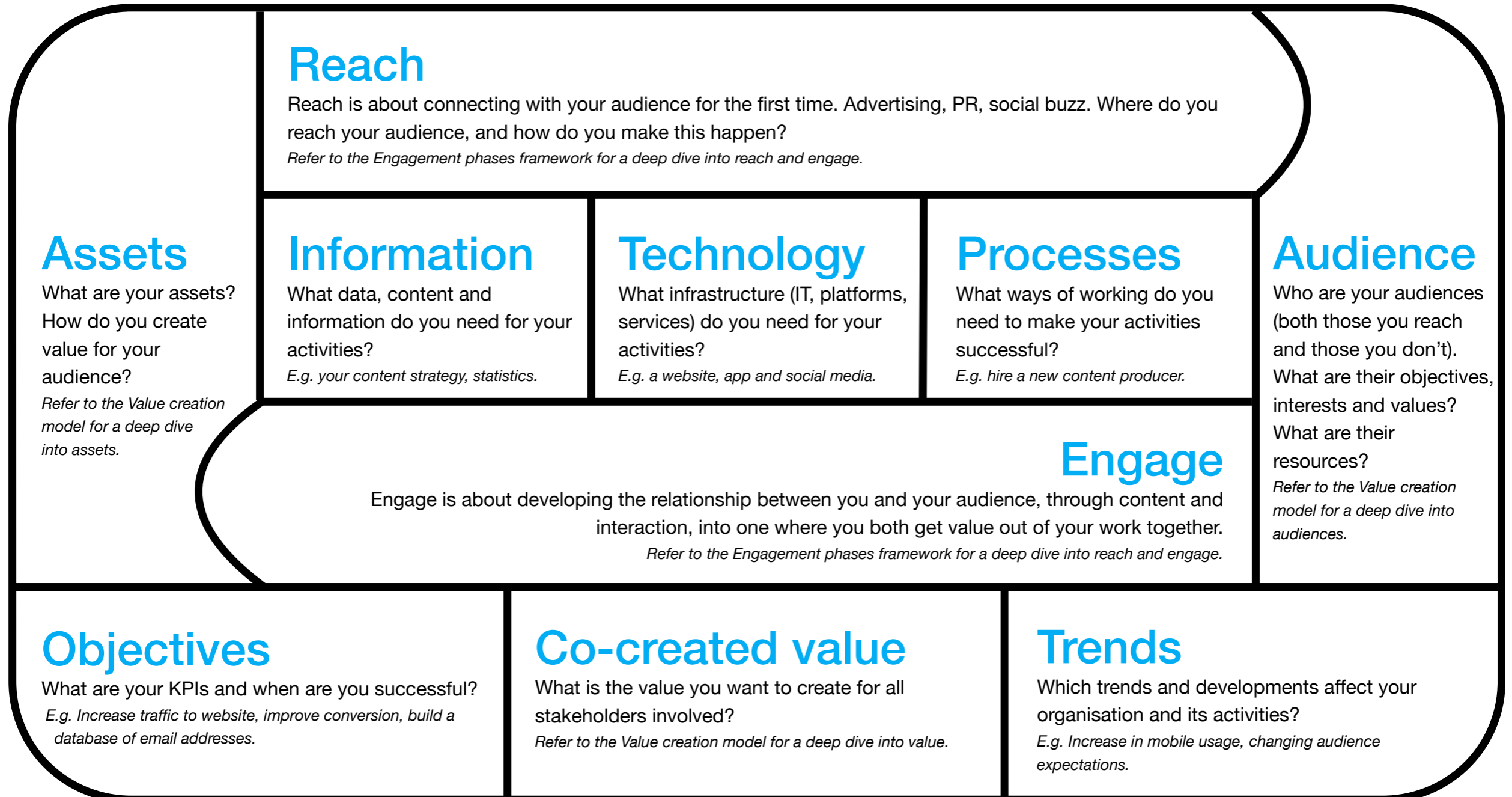
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Digital engagement framework version 3



- **Assets:** likely around 100 (Group into a short list 5-8)
- **Audiences:** at least 2, no more than 12
- **Trends:** 3-10
- **Reach:** as many channels as you have
- **Engage:** around 6-8 Interest, 3-4 Involve
- **Co-Created Value:** 3
- **Objectives:** 3
- **Information, Technology, Processes:** 3-4 each

I filled out the framework, what now?

- Generate Strategy Document (Include action steps)
- Make plan for governance (Who is doing what? How are you measuring? When are you reporting?)
- Press GO!
- Update strategy at 3 years, or 1 year if Digital.

You are now strategy
ROCKSTARS!!!

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