



BACKGROUND

DAVID ST. JOHN TRADEWELL

is commercial director and vice president of client development for **ECONSULTANCY**, a New York and London-based international research and training group that helps businesses build digital capabilities and implement digital transformation programs. He's one of the founders of U.K.-based search engine marketing firm Spannerworks, and he has worked in digital marketing since the early 1990s. Tradewell also had stints at early Web search engine AltaVista and digital marketing agency iCrossing, which purchased Spannerworks in 2007. Over the course of his career, he has worked on digital strategies with companies including Dupont, 3M and L'Oreal.

“THE DIGITAL WORLD IS

constantly changing, and ongoing training will keep you clued in to new developments and what they mean for your business.”

Q Econsultancy wrote a “Modern Marketing Manifesto” that outlines the reasons why modern marketers must embrace technology and learn basic technical skills such as coding. What tips do you have for marketers, particularly those at small businesses or B-to-B companies, for successfully integrating digital tactics into their marketing efforts and learning those technical skills?

A Integration with digital means far more than pursuing the latest tactics that catch senior management’s attention. Digital thinking needs to be embedded in all aspects of your business, rather than viewed as a separate channel. Here are four recommendations:

- 1. ‘Join up’ marketing efforts.** Go beyond the marketing department to include sales, accounts, customer service, technical support, shipping, even product development. Customers don’t recognize departmental lines, and neither should your business.
- 2. Focus on how a digital presence can help you achieve business objectives.** Think beyond measurements that apply only to your website, such as unique users and page impressions. Think instead about what you want people to do when they find you online.
- 3. Spend your time relentlessly improving customer experience,** whether that’s through your website, a third party platform like Facebook or on mobile. Connected customers expect information to be available everywhere 24/7. Ensure the organization is consistent, clear and accessible across all channels.

4. Make a roadmap to improve the team’s digital skills. At Econsultancy, we help businesses achieve digital transformation by reviewing people’s skills, as well as the processes and technology. Businesses spend millions of dollars on the latest shiny objects but often under-invest in the right staff. It’s important to note that learning technical skills is a process, not a one-off exercise. The digital world is constantly changing, and ongoing training will keep you clued in to new developments and what they mean for your business. **n**ent of an inspired creative idea. Modern marketers plug themselves into real-time data and analytics to make informed decisions about campaign messages before they go into creative. Also exciting is the notion of using data to redirect campaigns in midflight. Creative ideas are everywhere but having digital processes in place makes them easier to surface, test and evaluate.

Q What digital trends do you see coming to the forefront for marketers in 2014?

A I could say that it’s all about big data, [because] we hear a lot of hyperbole about that, or a Pinterest strategy (please no). But really, it’s going to be about integrated marketing. Joining up the dots across channels and making them work in concert is what will really make a difference in 2014 and beyond.

One accelerating trend is so called second screening, where consumers use a laptop, tablet or mobile device to access content online while watching TV. Marketers are only just learning how best to tap into that to enhance the viewing experience rather than interrupt it. What’s coming is the realization that every marketing execution needs to have digital weaved into its very fabric, not tacked on as an afterthought. **m**