Digital engagement framework version 3

Assets
What are your assets?
How do you create value for your audience?
Refer to the Value creation model for a deep dive into assets.

Information
What data, content and information do you need for your activities?
E.g. your content strategy, statistics.

Technology
What infrastructure (IT, platforms, services) do you need for your activities?
E.g. a website, app and social media.

Processes
What ways of working do you need to make your activities successful?
E.g. hire a new content producer.

Audience
Who are your audiences (both those you reach and those you don’t).
What are their objectives, interests and values?
What are their resources?
Refer to the Value creation model for a deep dive into audiences.

Reach
Reach is about connecting with your audience for the first time. Advertising, PR, social buzz. Where do you reach your audience, and how do you make this happen?
Refer to the Engagement phases framework for a deep dive into reach and engage.

Engage
Engage is about developing the relationship between you and your audience, through content and interaction, into one where you both get value out of your work together.
Refer to the Engagement phases framework for a deep dive into reach and engage.

Objectives
What are your KPIs and when are you successful?
E.g. Increase traffic to website, improve conversion, build a database of email addresses.

Co-created value
What is the value you want to create for all stakeholders involved?
Refer to the Value creation model for a deep dive into value.

Trends
Which trends and developments affect your organisation and its activities?
E.g. Increase in mobile usage, changing audience expectations.

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