Digital Communication Strategy

Dr. Emil Velinov, December 6th,2021

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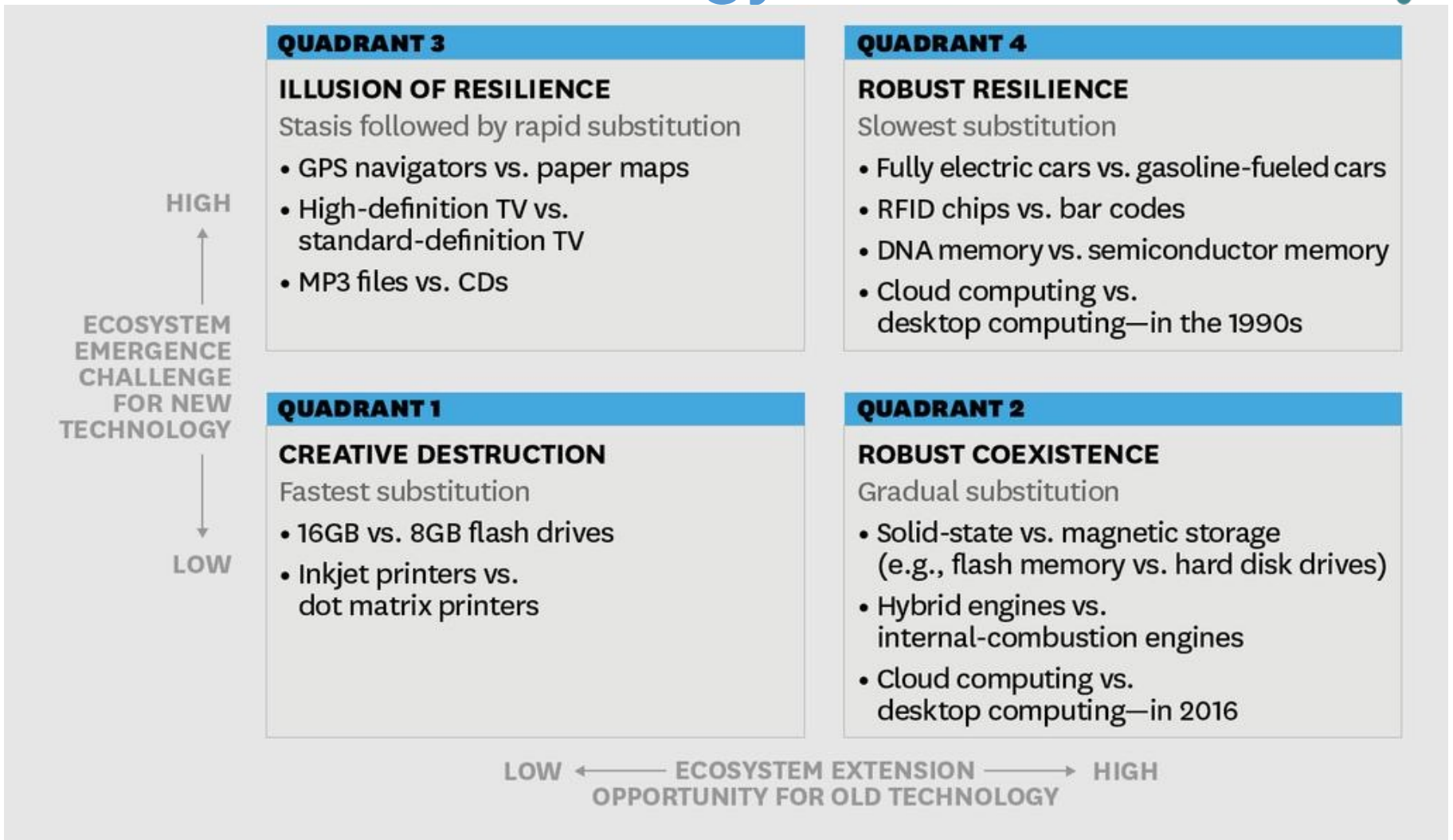
Pace of Technology Substitution



Source: Adner and Kapoor, 2016

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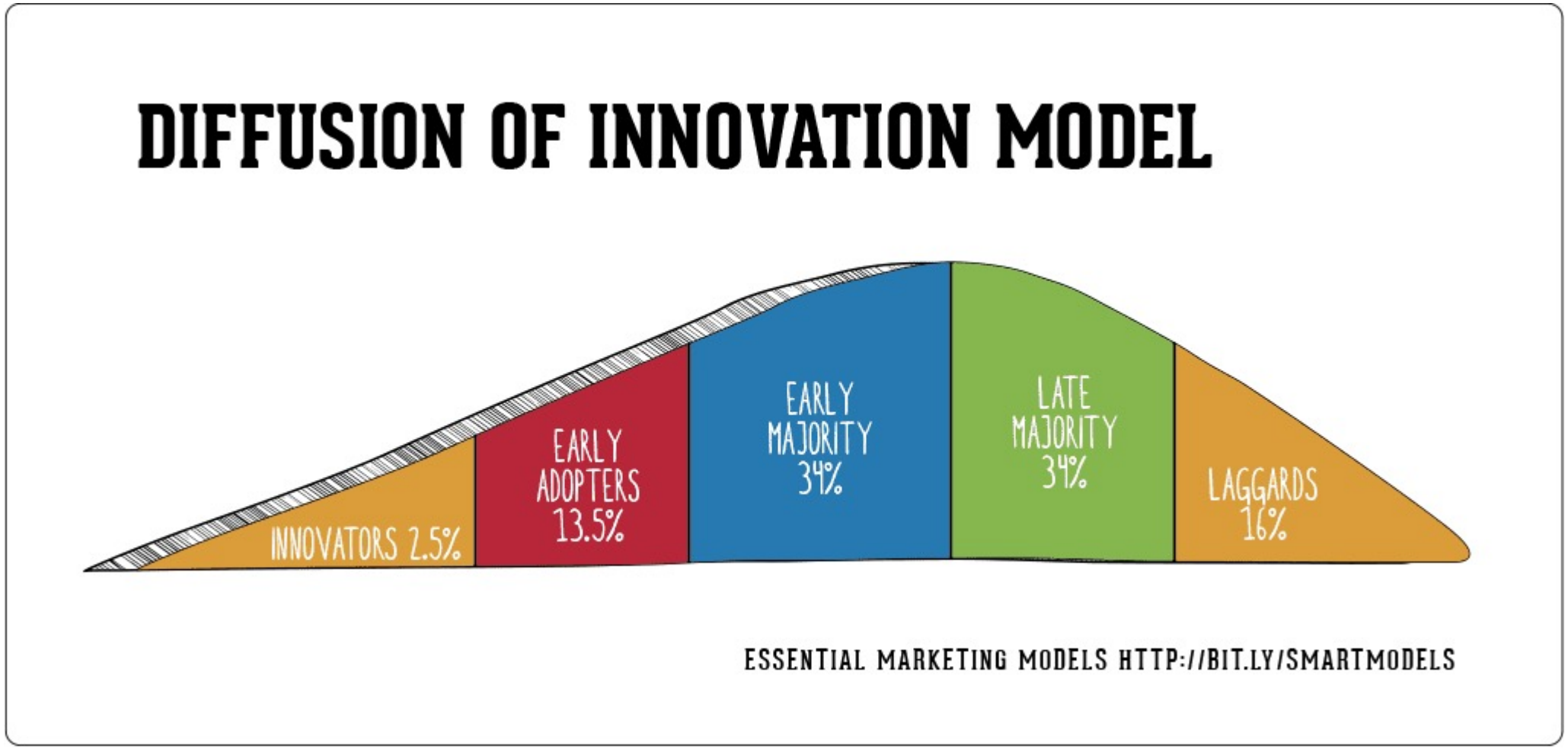
Theory of Communications



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Digital Communication

„Digital communication is the process of connecting with people across online channels.“ (Bloomberg, 2020)

“We have technology, finally, that for the first time in human history allows people to really maintain rich connections with much larger numbers of people.” (eBay, 2020)

Mitchel Kapor (2018) defines five defining characteristics that set digital communication apart from traditional communication methods. According to their analysis, digital communication is:

- More interactive
- More participatory
- More egalitarian
- More decentralized
- Less hierarchical

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Reasons for Digital Communication

- **Building a brand:** Can be created a brand image for organizations to transform a brand image for a legacy organization that is pivoting in a new direction.
- **Building awareness:** Organizations can cast a wide net to let potential customers know about products, services, and values.
- **Liasoning conversions**: Campaigns can inspire people to move through the marketing funnel and buy products, either online or at a brick-and-mortar location.
- **Educating consumers:** Organizations can address customer pain points and help them improve their lives through informative digital content.

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Reasons for Digital Communication

- **Creating employees and customers experiences:** Campaigns can be customized to build unique experiences and brand affinity through targeted social campaigns, one-on-one messaging apps, or livestream videos.
- **Managing risk:** Organizations can conduct damage control by building brand affinity and improving brand reputation after a mishap.
- **Providing entertainment:** Marketers can give audiences more of the content they enjoy, such as engaging video series or funny articles.

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Digital Immigrants vs. Digital Natives

Digital Immigrants

- Adopters of the web technologies
- Prefer to talk in person
- Logical learners
- Focusing on one task at a time
- Prefer to have interaction with one or few people rather than many
- Get info from traditional news sites

Digital Natives

- Born during or after the digital age
- Always on, attached to a phone or other device
- Intuitive learners
- Multitask and rapidly task-switch
- Extremely social
- Multimedia oriented

Unplag.com

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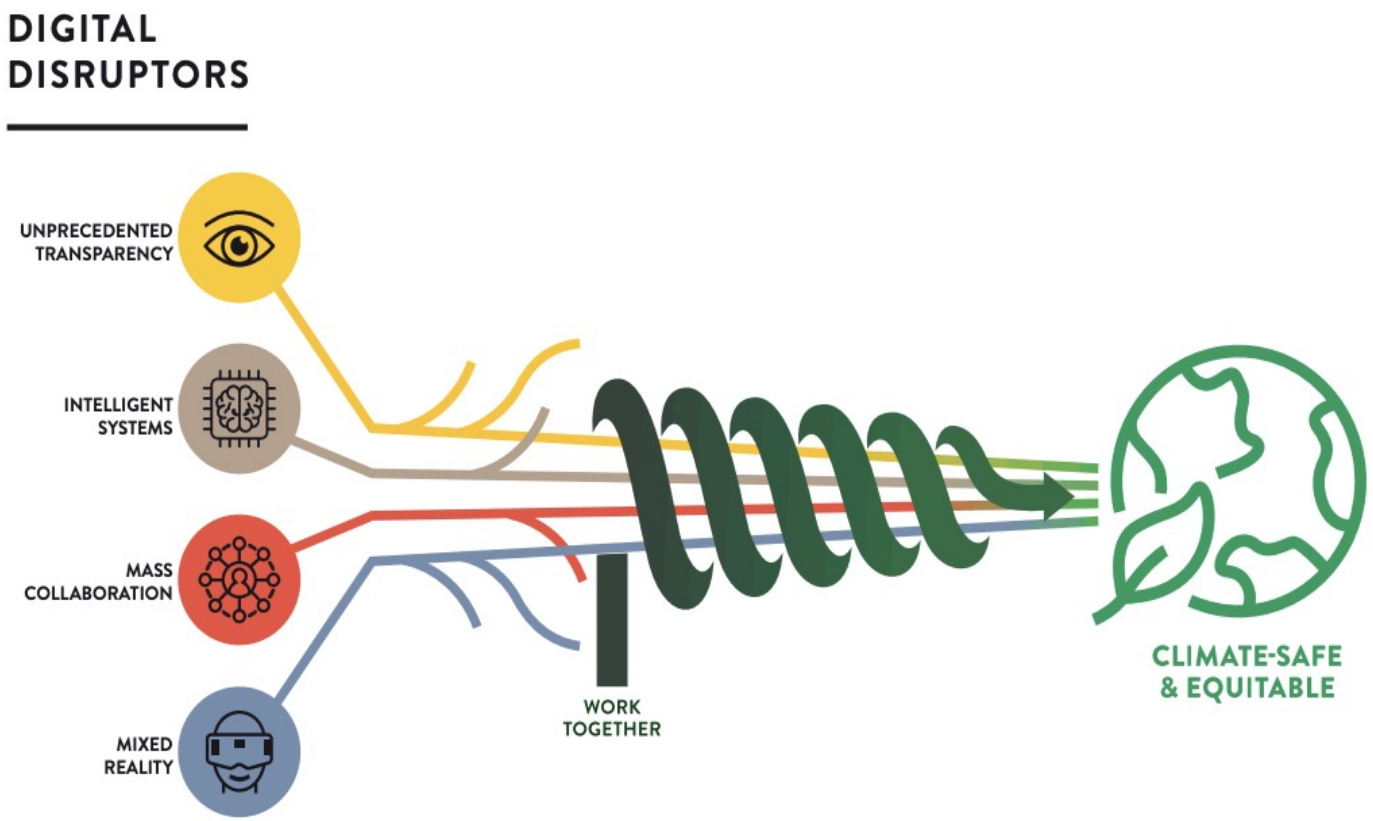
Digitalization Disruption



www.scitechdaily.com, 2021

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Prons of Digital Communication

- **Digital communication** is fast, efficient, and convenient.
- **An employee can have a conversation in real time** with a colleague or client from the opposite side of the world without having to leave their desk.
- **Company leaders** can use digital channels to communicate with their entire global workforce at once, and use corresponding channels to effectively collect feedback from those employees.

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Cons of Digital Communication

- **Having constant access to communication** tools can make it hard for employees to disconnect at the end of the work day.
- **Email notifications and sounds from work apps** follow them home through their smartphone, blurring the line between work life and personal life.
- **Without having a chance to unplug**, people are more likely to experience burnout and other signs of overworking themselves.

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Digital Communication Strategy

- **In Digital era** - chats, video conferencing, and project collaboration tools are all examples of great assets for the people.
- **Each channel** should have a unique goal and purpose. Don’t add digital communication tools simply for the sake of having them.

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Digital Communication Strategy

- Employees should stay in control of how and when they receive work-related communications, and urgent notifications should be reserved for only the most time-sensitive information.
- Digital communication tools aren’t always easy to learn how to use, and you’ll find that some employees take longer time to adapt than others due to varying levels of digital dexterity.

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Digital Communication Tools

Effective use of digital communication tools, which are the most important for the organizations are as follows:

- Email client or colleague with built-in features
- Chat/instant messaging
- Project-based collaboration tool
- Video conferencing
- Internal blog from the rector or general manager
- Organization news channel
- Discussion forum
- Others

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Thank you for your attention

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