DIGITAL ORGANISATION- EMERGING MODELS AND MARKETING STRATEGY IN THE NEW MILLENNIUM

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Abstract

Most organisations are undergoing some form of digital transformation. 2016 is undoubtedly the dawn of the first 'digital decade'. Given its incredible transformative potential, it's no surprise that business leaders are viewing digital innovation and development as key drivers of future success. But with the real world benefit comes the inevitable hype and the tendency to call everything new 'digital'. The Guardian defines digital in its broadest sense as "any technology that connects people and machines with each other or with information". We can expand on that by identifying the four technologies at the heart of today's digitally connected world: Social, mobile, analytics and cloud (together, they are commonly referred to as SMAC).Meanwhile, McKinsey & Co believes that digital is about "unlocking growth now", and should really be seen a way of doing things. For instance, it's a way of establishing new connections with customers, strengthening business models, generating new revenue streams, cutting costs, increasing profitability, and creating new market streams.

Keywords -   Attributes Digital, Models, Marketing Strategy

Attributes of Digital Marketing Strategy

In order to create a more concrete definition, McKinsey & Co breaks digital down into three attributes:

- **Creating value at the new frontiers of the business world** – Being open to re-examining the entire way of doing business and understanding where the new frontiers of value are.

- **Creating value in the processes that execute a vision of customer experiences** – Rethinking how to use new capabilities to improve how customers are served. This requires an understanding of each step of 'the buyer's journey' – regardless of channel – and thinking about how digital capabilities can design and deliver the best possible experience, across all parts of the business.

- **Building foundational capabilities that support the entire structure** – The technological and organisational processes that allow an enterprise to be agile and fast.

There are two ways an organisation become digitally-enabled. It is either inherently digital ('digital native') or it adopts digital ('digital adopter'):

- **Digital natives:** These are digital organisations that actively disrupt the traditional interactions customers have with products or services; they disrupt traditional business models. Disruption is normally between the customer and the product or service they're trying to consume. Examples include Uber and Amazon.

- **Digital adopters:** Much more commonly established organisations actively disrupt their own business models and business processes to generate new revenue streams or generate existing revenues in more profitable ways. Banks are a great example with the proliferation of apps and online offerings.

Four Models for Managing Digital at Organization

The right structure and leadership for digital at your organization will impact your performance more than any other digital initiative.

- **Informal** is typically a legacy of how the Internet grew up organically in institutions: Program funding drives needs, and digital work is loosely and randomly dispersed across various functions and departments. The structure would more accurately be called un-managed, and is marked by an extreme lack of brand consistency, inefficiencies, and an overall rudderless strategy.

- **Centralized** is a much more common model, as it fits well with how institutions have learned to manage other single-focus channels or functions, such as fundraising. They put digital in a silo (most often in communications), hire a smart person to run it, and serve the institution from this central place. The benefits are consistent messaging and branding, common tools, and, importantly, clear ownership and easy reporting lines.

- **Independent** is a less common model, but it appears to be where many institutions are headed, which is a little concerning. This model sees multiple centers of digital leadership established, with digital roles sprinkled throughout the institution. This model can create a competitive rather than collaborative culture, can end up duplicating resources, and—with no strong digital services group looking after the whole and how it all fits together for the audience—can contribute to the confusing

user experiences (with subsequent low actions and conversions) found on most institutional websites.

- **Hybrid** is the most progressive and the most conducive to producing continuous innovation at the pace of digital change. In this model, different business units continue to build their own capacity based on their specific needs, but all digital staffers are connected to and supported by a central and strong digital experience team that directs the whole system toward long-term strategic goals. With this model, the culture of the central digital team is practicing is"open leadership": service oriented, highly collaborative, hyper-connected listeners, who also have the technical and content expertise to be high-value strategists.

15 Steps Guideline to Create Perfect 2015 Digital Marketing Strategy

Malcolm X was quoted as saying; "The future belongs to those who prepare for it today."The 15 step guideline for digital marketing strategy will provide you with a digital marketing blueprint for the upcoming year.

1. Get started on Instagram
2. Yahoo! Bing network
3. Facebook lookalike audience
4. Paid promotion on Facebook
5. Email marketing
6. Twitter outreach
7. Facebook re-marketing
8. Better blogging
9. Google+ game plan
10. YouTube videos
11. Compelling graphics
12. Search engine optimization
13. Content contribution
14. Digital PR
15. Unique promotion

Conclusion

Successful digital organisations are those that have harnessed apps, data, new working practices and new digital platforms (whether their own internal platforms or through cloud adoption) to drive business transformation. "It's not just about putting up a website and hoping for the best – there is some sort of internal transformation that needs to take place that

enables the native or the more traditional organisation to adopt digital, and that is founded on digital technologies".

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