

OVERVIEW

Step aside eBooks and whitepapers. This playbook will outline innovative production and presentation formats for digital experiences, from virtual talk shows to after parties. It will also go over live and on-demand style experiences. Having a forward-thinking approach to digital experiences is critical to stand out from the myriad of online events being hosted each day. This playbook will cover the Inputs, Activities, Team and Deliverables for creating captivating digital content.

OUTCOMES OF THIS PLAY



New Formats

This playbook will empower you to think about different format types that will help to drive digital experiences. This will expand your toolbox of format types to captivate buyers and customers.



Improved Content Utilization

A core component of a digital experience strategy is having an on-demand approach. This will allow you to maximize mileage from digital experience content that can be created once and re-used many times.



Increased Engagement

By embracing the opportunities from new types of digital experiences you'll avoid webinar fatigue. Audiences will have a variety of opportunities to engage with your content.

PROCESS

Inputs: Personas

Personas are critical to understanding what content type your audience prefers. Use them to identify content type and tone. This information will be critical to inform how innovative you can be with content formats, as well as be tied into the overall engagement experience you are trying to drive.

Inputs: Be a Student of Digital Marketing

The second input needs to be your own experiences. You can't live with a closed approach and expect to produce innovative opportunities. You need to attend digital experiences, consume digital content and talk

with peers to observe new ideas, and find the right ones to use for your audiences.

Inputs: Production Process

Having a production process will make sure that everything that is being delivered is on-brand and on-message. Now more so than ever, you need your digital ecosystem to be created in a cohesive manner. This is critical for companies with governance in place for industry or legal review processes.

Activities: Developing an On-demand Strategy

Now more so than ever, you need to have an on-demand strategy. It can't be one and done with your digital content. And you need to think about not just doing webinar replays but also how to create an amazing experience for people to consume content in an on-demand way, at their leisure and their pace. According to the recent ON24 Webinar Benchmarks Report, over a third of all webinar attendance was on-demand. This means that to truly capture your full potential audience you need an integrated on-demand strategy for promoting and delivering on demand webinar content.

Activities: Understanding Innovative Formats

Now this is the exciting part- think about any type of experience you may have in your consumer life and see how it can be applied in a business setting, like a talk show style after show for your webinar. A discussion-driven webinar can be very popular and slides aren't even required. Audience members feel connected to the presenters and most presenters can answer more questions with this style of interaction. Lastly, demo webinars or deminars are great for targeting buyers who are in a selection process, deciding between vendors, or for customers that are interested in exploring additional products that your company offers.

Team

The required team members to operationalize creating captivating digital content include:

- Creative
- Video production
- Customer marketing

DELIVERABLE







Deliverable: Digital Engagement Plan

DELIVERABLE NAME:

CLIENT NAME:

DATE:



 BUSINESS OBJECTIVE	 SPEAKERS	 DATE/TIME	 ABSTRACT
 FORMAT	 ON-DEMAND COMPONENTS	 REQUIRED ASSETS	

Next Steps

Embracing new formats will allow you to take your digital experience strategy to the next level. This will also allow you to stand out from your competition. Some new formats will require training and collaboration with the presenters on the digital experiences to maximize their value. Additionally, an on-demand approach can also make sure that you get more mileage from each content experience.