DIGITAL STRATEGY | Selected Samples

Michelle S. Baxter
OVERVIEW

Whether an individual, small business, or large enterprise, having an engaging online presence is **vital**. Being **seen and heard** in this increasingly crowded space means crafting a strategy that is:

**Smart**
- Creative and resourceful
- Guided by real-time analytics and insights
- Shareable, mobile and multi-platform

**Authentic**
- Valuable, trustworthy, and consistent
- Custom tailored to each audience and platform
- Enduring relationships and dynamic feedback loops

**Effective**
- High ROI per effort
- Supports your strategic goals
- Provides sustained value to you and your audience
POSITIONING

A comprehensive strategy positions your brand to its best advantage, expertly communicates your message, and delivers high-value results.

DIGITAL NOISE

- Unfocused, Unfiltered, & Undifferentiated
  - Being everything to everyone, everywhere pleases no one
- Too Complex
  - Using every available tool is not an effective strategy
- Disconnected
  - Initiatives that don’t align with your strategic objectives, wasting valuable time and effort

DIGITAL STRATEGY

- Highly Selective
  - Assess which platforms to “win”, maintain a presence, or ignore.
- Customized
  - Create tone appropriate and personalized audience experience
- Syncopated Integration
  - Know who & when to engage, when to listen, how & how often
  - Provide seamless brand experience across locations, platform, or device
To identify the right digital initiatives for you, I continuously assess the impact of each endeavor on your brand and work hard to deliver consistent, creative, and cost-effective solutions.

**Set a Vision**
- Immersive research to understand you, your audience, potential partners and competitors
- Establish a digital vision of who you want to be and what you would like to accomplish now and in the future

**Stop & Think**
- Articulate action steps required to achieve your vision
- Review internal conditions: are your current processes efficient and optimal?
- Review external conditions: what are the needs and expectations of your partners and audience?
- Analyze trends and industry developments: how do they inform your effort?

**Create a Business Case**
- Gather data that supports proposed plans
- Analyze correlation between digital initiatives and their potential value to you
- Identify current and emerging development opportunities

**Prioritize**
- Allocate necessary time and project resources efficiently
- Budget and schedule appropriately
- Continuously review actual results against project plan and revise accordingly.
DIGITAL CAMPAIGN
In 2012 Drybar needed a comprehensive digital campaign to help build online brand value and support their expansion from 20 locations to more than 35 stores nationwide.

To assist them, I developed strategies designed to:
• Ignite and amplify social media chatter
• Gain national press exposure
• Optimize architecture and fan interactions
• Manage curate content for each social platform and mobile device
• Launched Drybar’s Camp Social: Training Drybar’s staff in sustaining and supporting their brand’s digital presence.

Led account management and strategy teams in:
• Social listening & audience engagement
• Building a community of online advocates (influencers and fans)
• Curating, writing, and editing content
• Data analysis to improve and refine the strategy

**STRATEGY**

Role: Sr. Director, Digital Strategy and Business Development
CAMPAIGN RESULTS

DryBar was so pleased with their results that they retained our strategic and account management services to help launch a full product line with QVC and Sephora.

DRYBAR DIGITAL

With 1000+ stores nationwide today, Drybar continues to execute on the strategies I developed, using their scalable simplicity to sustain continued and cost-effective results.

www.thedrybar.com
Kenna is an Ethiopian-born musician, philanthropist and technologist. In 2013, he partnered with Justin Timberlake to re-launch MySpace and was invited by Details Magazine to curate their official Instagram account as part of their #DIGITALMAVERICKS Campaign.

To assist with Kenna’s success, I worked closely with his digital team at MySpace and Details Magazine to:

• Prepare a storyboard, articulating and his 10-day narrative into a series of social posts.
• Increase the reach and appeal of Kenna’s message to a broader range of audiences.
• Brought attention to his role as founding producer of the Summit on the Summit clean water initiative.
• Leverage advanced tactics using text, perspective, and photo composition to ensure provocative visuals.
• Use hashtags and @mentions strategically.
• Organize and trained key team members.
• Regularly analyze metrics to optimize the strategy.

Role: Sr. Director, Digital Strategy and Business Development
KICKSTARTER

Developed and led digital strategies that crowdfunded each project successfully.

<table>
<thead>
<tr>
<th>PROJECT DESCRIPTION</th>
<th>CAMPAIGN RESULTS</th>
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<tbody>
<tr>
<td><strong>THE BRIDGE PARTNER</strong></td>
<td><strong>CAMPBELL PARTNER</strong></td>
</tr>
<tr>
<td>A timid housewife is jolted into a fight for her survival or sanity when her partner at a weekly bridge game whispers &quot;I will kill you&quot;</td>
<td>Developed and led digital strategies that crowdfunded each project successfully.</td>
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<tr>
<td><strong>DOPE SANWICH</strong></td>
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<tr>
<td>Help Dope Sandwich release new music from F.E.B, KNife and Miggs</td>
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<tr>
<td>Dope Sandwich is a Savannah GA based record label that celebrates the culture of Hip Hop by pushing the boundaries of it's musical element in all its sub-genres.</td>
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<td>Everything must change, yet we are pierced by love. We lose others as we find ourselves, but what of this love remains?</td>
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<tr>
<th>BACKERS</th>
<th>ORIGINAL ASK</th>
<th>ACTUAL RESULT</th>
<th>+ PERCENTAGE</th>
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<tr>
<td>485</td>
<td>$21,000</td>
<td>$48,650</td>
<td>+231%</td>
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<td>+101%</td>
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<tr>
<td>152</td>
<td>$12,500</td>
<td>$20,821</td>
<td>+167%</td>
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Role: Social Media and Digital Marketing Consultant
EMAIL MARKETING

Fabio Viviani is an Italian chef, restaurateur, reality television personality. Voted "Top Chef Fan Favorite" by viewers, he was also the host of Chow Ciao, the award-winning web series on Yahoo!.

CHALLENGE:
A savvy internet marketer, Fabio wanted a new way to engage fans, increase brand value & awareness of his upcoming cookbook, and ultimately drive sales.

ACTION
• Created a branded, mobile-friendly digital magazine with shareable components
• Developed and executed digital strategy to support its promotion, build community, and increase email subscriptions.
• Regularly shared exclusive content, guest posts, and special promotions in the magazine.

RESULT
• Sharp increase across all KPI, especially Fabio’s number of subscriptions.
• Activating his growing community of fans helped make his cookbook, a New York Times bestseller.

ABOUT THE PROJECT
Role: Sr. Director, Digital Strategy and Business Development
CONTACT

PHONE  (323)-872-0587
EMAIL   michellesbaxter@mac.com
WEB     www.brag.me/msbaxter
        www.linkedin.com/in/michellebaxter
        www.facebook.com/michelle.s.baxter
        www.twitter.com/BrownTweety

#THANKYOU