What digital capability does my organisation need?

Digital capabilities fall in to 2 categories: outward facing and internal capability. Most people immediately think of the need for a website or other digital footprint. However, there is much more to digital presence than just having a website. Similarly, the ability to use technology may be a key factor for your staff and volunteers.

> What you need to consider:
> - Do I need a website? If so, why?
> - What other social media platforms should we use and why?
> - What technology skills should our staff and volunteers have and how can we develop them?

Do I need a website?

Websites are important for two things:
- Establishing a digital presence, somewhere you can direct people too.
- Generating leads and enquiries.

Creating a website can be affordable. There are many online companies offering this for a small monthly amount e.g. £10. They use a template approach, so you don't need to know how to code or programme. This is ideal for creating a presence. However, to generate leads from your website you need to rank well in search engines like Google. This is very complicated and time consuming to achieve. It generally requires a lot of content to be produced and can take up to 6 months to appear in rankings. You will need a large budget to employ a specialist to achieve this, anywhere from £10,000 upwards.

What other social media platforms should we use?

You may decide not to have a website and just use social media. If so, you need to think carefully about which platform(s) to use. The choices should be based on the platforms your customers use, not the ones you like. For example, if you are selling products to over 35's, Facebook may be ideal. Younger people tend not to use it and prefer the likes of Snapchat or Tik Tok. If you are looking to sell to businesses, LinkedIn may be a better alternative. Work out your market and ideal customer profile first, before creating a social media presence.

What technology skills should our staff and volunteers have? How can we develop them?

You need to think about that digital hardware and software your business will use (if any) and the costs associated with them. From there you can think about what skills your staff and

volunteers may need. It may be basic, like using a PC and Microsoft products. Alternatively, there may be a specific piece of software your enterprise will require. There are many free training videos online, and a patient search of Google will find a lot of resources. Similarly, you may be able to access funded training from the likes of Business Gateway (Digital Boost) or even your Bank.

Activity

When you develop your marketing plan, think about the digital presence and platforms your social enterprise may require to reach your target customers. Do your research.

Other related information

SEDG Resource – Developing a Marketing Strategy
SEDG Resource - Understanding Your Market
SEDG Resource – Undertaking Market Research
SEDG   Resource   –   Questionnaires   and   Surveys
SEDG Resource – Focus Groups

Need help?

You can contact at us and arrange a call at: sedg@tsdg.co.uk