Digital communications training and development

AUDIT, CO-DESIGN, COACH, EMBED, CHANGE

westco

westco

THE AGENCY FOR SOCIAL GOOD

We're an agency that helps clients to change people's lives for the better through strategic communications.

Formed out of Westminster City Council more than 20 years ago, we've got the public sector's best practitioners providing organisations with director level advice and guidance, excellent campaign strategists, heads of communications that transform client teams, leaders in crisis communications, advertising creatives and copywriters, award-winning social researchers, reputation managers and government relations specialists, all under one roof.

Our clients

INTRODUCTION

The Westco approach to learning and development

Westco has developed a new approach to coaching and development on digital marketing to help embed change in a way that is more meaningful and sustainable.

People learn in different ways and, for many the traditional classroom route doesn't always work because people find it difficult to convert academic learning into practical 'real world' delivery.

We have therefore developed a model which mixes theory with 'in-the-moment coaching' based on scenarios that people encounter every day.

Through a process of collaboration, we will coach nominated communication team members on identified key areas across digital communications or across all of the areas outlined on this page.

Email marketing

How to maximise email marketing, including template design, automation and effective use of email marketing in campaigns.

Channel strategy

How to develop your social media channels for effective engagement and reach, including using different channels in different ways, use of visual content, tone of voice, social listening, community engagement, governance and effective evaluation.

Content planning

How to plan, develop and deliver content effectively to meet clearly defined strategic goals.

Social media influencers

Understanding and unleashing the power of third-party advocacy by working with local social media influencers and communities of interest to amplify and add an authentic peer-to-peer tone of voice to your communications.

westco

The Westco approach to learning and development

There are four key stages to our development programme:

1 AUDIT

We will work with your team to audit your digital maturity, including use of skills and resources to provide you with a gap analysis based on where you are against our best practice model.

2 CO-DESIGN

We will work with your team to co-design improvements to ensure that they are implementable based on real-world experience. This will ensure that the improvement tools, templates and processes that are designed are 'owned' by team members, using their language with local interventions designed to overcome local barriers.

3 COACH

We will coach team members on how to use the new tools in a way that is practical and will make an immediate difference to their day job.

4 EMBED AND CHANGE

We don't just walk away once the coaching work is complete, we will be put in 'review and support' points to ensure that change is embedded within the team, answer queries and solve problems.

DETAILED DELIVERY MODEL

westco

Audit phase

This phase is all about diagnosing your existing level of digital maturity so that we can build an effective improvement plan.

Areas that we look at	What we assess
SOCIAL MEDIA: CHANNELS	
Profiles	Whether your social media profiles are relevant, compelling, timely and descriptive.
Posting schedule	How responsive your schedule is and your ability to deliver content and respond in real time.
Reason to follow	Whether the reason to follow your account is clear, compelling and engaging.
Engagement with others	The ability to engage with your communities on social media.
Multi-media	The ability to use a wide range of multi-media in content development. Including, video, motion graphics, images and infographics.
Response times	Whether you are responding to inbound queries in a timely manner and correcting misinformation.

Audit phase

Areas that we look at	What we assess
SOCIAL MEDIA: CHANNELS	
Engagement rate	The total engagements (likes, comments, shares etc.) divided by the total number of impressions.
URLs	Use of shortened, trackable links ideally deep linking to webpages.
Reputation management	Ability to respond to dis/misinformation and ability to educate/inform on key areas of reputation management.
Evaluation	Regular tracking and reporting of metrics as well as the use of data in optimisation.
Governance	Governance, controls and protocols around the use of organisation-wide social media accounts.
Stakeholder engagement	The ability to engage with your communities on social media.

Audit phase

Areas that we look at	What we assess
SOCIAL MEDIA: CONTENT STRATEGY	
Objectives	Whether your communications objectives are aligned with your organisation's objectives.
Content Pillars	What are your key content pillars to ensure clarity of messaging and cadence of posting.
Channel Strategy	Whether you have a clear channel strategy that reflects the different strengths, audiences and formats of each of your platforms.
Evaluation	The ability to track your goals and learn from what is working and not working to optimise your output.

Audit phase

Areas that we look at	What we assess
EMAIL MARKETING	
Audience journey	How seamless is the sign-up journey for your subscribers and are you maximising opportunities to build your mailing lists.
Segmentation / personalisation	Whether you are capturing the data you need to be able to effectively segment your audiences and ensure your email communications are relevant to your subscribers to boost engagement.
Optimisation	Are you using AB testing effectively to ensure your templates and subject lines are the best they can be to optimise open and click rates.
Campaigns	Is email marketing integrated into your marketing mix for campaigns.
Automation	Are you making use of automation to improve user experience and save your team time.

Co-design phase

What we will do	What we assess
1-2-1 meeting with Head of Communications	A detailed gap analysis between the desired levels of maturity and the current approach, which factors in:
1-2-1 meetings or workshop with digital communication officers/leads	• Skills, experience and knowledge • Processes and procedures • Use of tools and templates • Content strategy and planning • Platforms • Governance arrangements Through this phase we will get a detailed view of barriers to success which will be fed into the coaching phase.

westco

westco

Coaching stage

Strategic area covered	Components
Objective setting	• Setting measurable objectives for digital marketing priorities to set clear goals which feed into delivery and evaluation.
Content planning	• General content planning to ensure that planned content is aligned to defined organisational goals. • Specific content planning for campaigns and other communication priorities. • Use of a content calendar to plan content effectively and ensure all opportunities are considered to maximise audience engagement. • Audience segmentation and targeting.
Stakeholder and partner mapping	• Understand how to work with stakeholders, partners and communities of interest (example: Facebook Groups) to share and amplify content.

Coaching stage

Strategic area covered	Components
Channel strategy	• Growing audience engagement on channels by ensuring that content is targeted to different channels/audiences more effectively. • Analyse how your audience are using channels in different ways. • Expand the channels that you are using, for example by using opportunities such as Nextdoor.com more effectively.
Email marketing	• Using email marketing effectively through the use of design templates and content structure. • Use of email marketing in campaigns. • Automate the use of email marketing. • Target different audiences in different ways.

westco

Coaching stage

Strategic area covered	Components
Multi-media content	• Introduction in how to use Canva to create visual content, including animations. • Introduction to using mobile devices to produce/edit film
Email marketing	• Use email marketing effectively through the use of design templates and content structure. • Use email marketing in campaigns. • Automate the use of email marketing. • Segment and target audiences in different ways.
Evaluation	▪ Evaluate the effectiveness of digital channels. ▪ How to use native and management tools to extract data. ▪ Use of digital marketing in campaigns. ▪ Optimisation of digital marketing, using a data-led approach. ▪ Development of digital marketing dashboards.

Embedding stage

What we will deliver	What is involved
An improvement road map	A detailed implementation plan within a specific period with Head of Communications and the digital lead to develop digital maturity covering: expansion of audience reach/engagement (channel development), email marketing, content strategy/planning, use of multi-media, tone of voice and working with social media influencers/communities of interest.
Templates	We will provide templates to help implementation, including • Content strategy • Content calendar • Evaluation framework • Campaign checklist
One hour implementation meeting (maximum of four) spread over an agreed period	We will work with your nominated lead to provide advice and guidance during the implementation phase.

PRICE SCHEDULE

Embedding stage

The programme is customisable if you would like to reduce or increase the number of days.

Components	Days	Cost (£385.56 per day)
Digital audit	5	£1750
Co-design	1	£350
Coach	2	£1020
Embed	1	£350
TOTAL	9	£3,470 plus VAT

Our people

LYNETTE DIXON

Lynette has worked with Westco Communications for six years. Now, as a Senior Digital Communications Manager, she strives to not only deliver high-quality, effective and strategic digital campaigns and practices within her own clients, but also helps others to improve the way that they work.

She specialises in social media management, content strategy, and email marketing & automation. Lynette also leads the London Digital Network which brings digital professionals across London borough councils together to share ideas and work more collaboratively across the capital.

westco