



This week we had Ron Abraham as a guest, he is the co-founder of Domin8 Digital Agency which is a small e-commerce digital marketing industry. Ron has been in the industry for 8 years, he began as a freelancer and then started the company because he was already involved with a number of clients, essentially he was able to start his own company through the networking he did as a freelancer. I really like his journey and how he was able to start up his own company, this again stresses the importance of how networking and keeping positive relationships really helps you get further along in this industry.

When asked what he believes are some of the biggest skills a content strategist must have Ron said that it's important to have a data driven mind, to understand the biggest KPI's, an understanding of psychology and marketing, and that analytics is the strongest skill to have. This makes sense to me because at the back end of all marketing strategies, analytics is the most effective way of tracking results and interpreting if they are working. This is why I've been going back and forth between if I should specialize in digital marketing or analytics, because I know the importance of having that knowledge.

As looked at in class and in the readings, the first form of analytics that we looked at were KPI's which are essentially indicators that help track performance towards a specific goal or objective and measure success. We looked at KPI's as they relate to the buyer's journey which are the stages that an individual takes to help them make a decision. After what Ron said about having an understanding of psychology, I saw that the buyer's journey is a sort of "psychology tool" because it helps you understand people's behaviour and how to influence it into getting them down the funnel.

I learnt It's important to have KPI's that reflect each stage of the buyer's journey because each stage is crucial to the success of a strategy and KPI's allow you to track that. We looked at engagement KPI's, lead generation and sales KPI's, and lastly retention KPIS. Ron mentioned that the engagement part of the journey, which falls under the consideration stage/ middle of the funnel, in his opinion and experience is the most important thing to focus on when working with content marketing.

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In terms of the buyer journey Ron commented that he likes to start from the top down because he places an emphasis on knowing very well who is most likely to want the product in question and who the brand resonates with the most; in other words he means that knowing who the target audience and the ideal audience are is the main factor to bring those people down the funnel.

At the end of the conversation he said that being a content strategist means that even once we graduate the learning never stops, I appreciated him saying this and I agree with him because there is always something new happening; new technologies, new tools, new trends and better ways of creating content being developed. To be an effective marketer you have to keep updated, stay up to date and always keep learning.