

DIGITAL DISRUPTION PODCAST PROPOSAL

FOR
COLOURWORKS

November 2019

INERTIA
DIGITAL GROUP



YOU ARE INVITED...

TO BE PART OF A CONVERSATION IN A NEW PODCAST SERIES

Gain highly-valuable exposure of your business in the marketplace and be part of a credible conversation about how companies are seizing opportunities of the new digital era.

BACKGROUND

Inertia Digital Group is launching a new podcast series called 'Digital Disruption' to help businesses thrive in the age of digital disruption in 2020.

Through interviews with forward-thinking business leaders, the series highlights the explosive pace of digital technologies and its impact on the challenges to businesses.

Hosted by Inertia Digital Group Directors, Sarah and Nicole Rasborsek, the series provides valuable insights to help businesses navigate the evolving demands and technological changes in marketing to customers as well as the business as a whole.

The podcast episodes will be published on Inertia Digital Group's website (www.inertiadigital.co) as well as on iTunes and Spotify.





WHY DOES DIGITAL DISRUPTION MATTER?



of executives surveyed report a high level of risk to their organisation (in terms of market share and revenue) over the next five years from technology-driven disruption by startups or innovations by incumbent companies.

Source: Forbes, The Reality Of Digital Disruption -- How To Stay Ahead (2018)

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Digital disruption refers to the **changes enabled by digital technologies** that occur at a speed and scale that transform established ways of value creation, social interactions, doing business and, more generally, how we think.

Digital disruption can **pose a threat or provide an opportunity**, invalidating existing business models while facilitating the creation of innovative new ones. It can occur on various levels, disrupting life, work and business practices, industry structures and societal systems.

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Source: University of Sydney Business School, Digital Disruption Research Group (2019)

THE IMPACT OF DIGITAL DISRUPTION ON BUSINESS

Digital disruption is having an impact across all aspects of aspects of business including in marketing.

The Deloitte Digital Enterprise Framework below provides a structured approach to discussing and identifying the major effects that digital maturity and technology evolution can have on a business.



Deloitte: The Digital Enterprise Framework: Building your business for the digital environment (2014)

WHAT IS DIGITAL MARKETING?

The use of new media or digital technology to achieve marketing goals.

When integrated with traditional marketing methods, digital marketing can offer businesses a new channels to connect and engage with prospects with the benefits of gathering detailed customer data and analytics, personalisation and automation.

Source: Digital Marketing Institute (2019)



THE OPPORTUNITY

We are looking for trusted high-profile business leaders, like yourself, to join the conversation.

To provide value to the audience, we are looking to speak with business leaders and owners who are actively adapting to digital disruption in their business.



PODCAST OBJECTIVES

- Discuss how businesses are responding to new digital technology and using cutting edge marketing solutions to reach their customers and drive business growth
- Educate our listeners on ideas on how to respond to changes in technology in their business.
- Discuss top level successful strategies implemented by your company.
- Broad high level discussion on the impact of new technology and ways in which businesses are taking advantage of the change.

PODCAST KEY MESSAGES

- Digital disruption is in fact a positive force for any business that seeks to take advantage of the opportunities it offers.
- To master the changes that are coming with digital disruption, businesses must be willing to think outside of the box, embrace uncertainty, be agile and bring innovative ideas to the table.
- Digital disruption has changed the game for business owners. It's changed how customers connect and buy from them.
- The key to marketing in the digital environment is to present a seamless brand experience across all channels and actively engage customers in an ongoing relationship.
- Traditional marketing functions are not always designed for the multi-channel environment and it is essential to create a marketing model that can adapt to rapidly changing customer behaviour.
- Digital has given consumers anywhere anytime access to information changing how companies connect to their customers.
- Focus is now shifting to open two way dialogue and a need to build individual relationships with consumers.

WHY SHOULD YOU GET INVOLVED?

This opportunity gives you a platform to showcase how your business is adapting to new technologies in the marketplace.

Podcast may be a new marketing channel that you have yet to utilise.

Podcasts allow you to easily let people know who you are and what you stand for.



WHAT DOES THE RESEARCH SAY?

Podcasts are quickly becoming a popular new media in Australia.

In the 2019 ABC OzPod Survey 30% of Australian participants said they listened to podcasts on a regular basis and consumed at least 80% of each episode.

According to Edison Research Infinite Dial 2019 podcast listeners are loyal, affluent and educated.

THE BENEFITS

Being interviewed in a podcast can be mutually beneficial for both parties.

It can help you to:

- Increase business exposure
- Attract leads
- Be seen an authority in your industry
- Grow an audience of prospects
- Build influence
- Gain instant credibility
- Build up a valuable library of content
- Promote your products and services to a wider group of prospects
- Establish expertise and build trust with the audience.



RESEARCH

Prior to conducting the interview we will do some initial research on your business and profile. We will request a brief summary of information from you, including your background story to introduce you in the podcast and aid the discussion.

We will provide you with a brief questionnaire that you will need to fill out beforehand.

INTERVIEW FORMAT / QUESTIONS

We will then organise a preliminary meeting with you to discuss the proposed questions, format and discussion points.

You will be interviewed by either Sarah or Nicole Rasborsek, Directors of Inertia Digital Group. All questions will be confirmed with you prior to the interview.

Sample questions include:

Customer Behaviour

- How did demand and customer behaviour in the managed print services market changed?
- How did the structure of Colourworks customer base change and is it evolve in the future?
- How was Colourworks at threat of losing customers as a result of digital disruption?

Product Innovation and Service

- How has Colourworks existing product portfolio be disrupted by new digital technologies?
- How have you adapted your existing products in order to remain competitive?
- When and how did you decide to disrupt Colourworks product base digital product strategy?
- What new products or services does Colourworks now offer in the digital environment?
- What is Colourworks digital value proposition?
- Where did Colourworks find the expertise to help the company develop new digital products?
- What did Colourworks do with all the all of the proprietary internal data we capture can we turn our IP into a product revenue stream ?
- Who is taking the Digital Leadership within the company?
- How do you integrate traditional and new technology within the company?

RESPECTING YOUR PRIVACY

We respect that you want to keep certain information about your operations and business confidential. In order to respect your privacy, we will be asking questions of a broad, high-level nature and appreciate that you may not wish to discuss detailed examples or information such as operating costs, revenue or any other commercial in-confidence information.

READY TO BE INVOLVED - WHAT'S NEXT?

- If you are interested in being interviewed, please let us know via email info@inertiadigital.co.
- We will provide you with the questionnaire of questions and organise a preliminary chat with you to discuss the objectives, format and questions, as well as secure a recording time (approx. 40 minutes).
- Depending on the location, we can organise an in-person interview or online via Zoom. We will provide the digital recording technology and post-editing services.
- We will provide a copy to you after editing for your review.
- Once the podcast is published on the Inertia Digital Group website, the episode will be promoted on Inertia's social media channels and database, we will provide you with the direct link to the episode for your own promotion.

DELIVERABLES TIMEFRAME: 2-4 WEEK

- Provision of the questionnaire to gather background on the business and your professional profile.
- Preliminary discussion with you about the format, questions and discussion points 1-2 weeks prior to the recording.
- Copy of proposed questions prior to the recording.
- Podcast published on IDG website (www.inertiadigital.co/podcast)
- Podcast published here iTunes and Spotify.
- Embedded code to the podcast to upload to your website
- Link to Email to your database (customers and network)
- Interview Transcript - to use on blog/publications
- Link for social media sharing, LinkedIn, FB etc
- Your logo on the podcast artwork and bio on our website next to the episode

KEY OUTPUTS

Inertia will provide the project management in a timely manner, deliver the podcast within the timeframe specified and as outlined in the above plan.

INVESTMENT

We understand your time is valuable. That is why we have a tight process in place to ensure we use it wisely. Your total investment in being interviewed will be solely your time prior to and during the recording of the episode.

We will cover the operational costs for recording and producing each episode.

RETURN ON INVESTMENT

To understand the exposure of the podcast we will provide you with a detailed report one month following the release of the episode showing you the reach of promotion and usage. We also ask that you provide in return data from your internal marketing channels to show your reach. Together, this will help to outline the return on investment for both parties.

WHO IS INTERVIEWING YOU?

Inertia Digital Group are digital marketing specialists with 20+ years combined experience in designing and implementing innovative marketing focusing on strategy and digital solutions.

Directors, Sarah and Nicole Rasborsek have worked with clients and organisations across various industries leading them through the changes of digital disruption to harness new opportunities.

EXPERIENCED MEDIA PROFESSIONALS

They are highly trained communication professionals with experience in producing media content such as audio and video for broadcast media (print, TV, radio and online) as well as for social media and digital channels.





Sarah Rasborsek

Director

Sarah has a decade worth of experience in digital marketing and management working with private businesses across corporate, health and fitness, human resources, tourism and hospitality industries to name a few.

Since establishing her own digital marketing consultancy in 2015 she has delivered successful public relations, digital marketing and advertising campaigns and community engagement solutions to her clients across Australia.

She most enjoys partnering with clients to spitballs ideas and developing truly unique strategic digital marketing solutions. She brings a creative mindset to digital marketing problems always determined to find the best possible solution for the client.

At the end of the day, her clients appreciate her 'get shit done' attitude her commitment to providing a visible return on their investment.

Sarah's work has been recognised internationally and won awards for her clients in the areas of both Social Corporate Responsibility and Community Engagement. Sarah has a Bachelor of Arts from Southern Cross University.

Sarah and Nicole are both members of the [Digital Marketing Institute](#). The Digital Marketing Institute is the global certification standard in digital marketing and digital selling education.



Nicole Rasborsek

Director

Nicole has a strong background in digital communications and marketing with nearly a decades worth of experience in Government, not for profit and private business.

She is a highly driven professional comfortable with leading senior managers and organisations through digital change to embrace new opportunities and markets.

She has extensive experience developing and implementing successful digital strategy and marketing solutions that drives business growth, increases lead generation and brand engagement.

She enjoys working with clients to develop highly engaging and effective content and solutions for digital platforms such as websites, social media and video to name a few.

Nicole has a Bachelor of Arts in Communications from the University of Technology.



digital
marketing
institute

WHO TRUSTS US

We understand what it takes to offer clients a **strategy-first, customer-focused and data-driven service that delivers real results and big impact.**

We have experience working with businesses big and small across a range of industries including in:

- aviation
- hospitality
- tourism and town planners
- health and fitness
- professional services
- accounting and financial services
- not-for-profit organisations
- local, state and federal government organisations.



STRATEGIC



Visit www.inertiadigital.co for testimonials and case studies.

Let's organise your podcast interview

Directors,
Nicole & Sarah Rasborsek



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We are very social - connect with us

