

The Myth of Digital Fatigue: Rethinking Audience Engagement for a Digital-First World

Exclusive, Invitation-Only Roundtable
March 3, 2022 | 1:00-2:00 PM ET

KEY TAKEAWAYS

- 1. The title of today's roundtable is the 'Myth of Digital Fatigue'? Is it a myth?**
 - a. It isn't that our audiences are fatigued. It's that audiences want more, and current digital experiences aren't fitting their needs.
 - b. It is possible to create and nurture relationships digitally in ways that it wasn't before.
 - c. The term digital fatigue is stemming from the fact that some organizations think that digital can replace customer service. Digital fatigue may be a term masking the need for any physical portion of the journey.
 - d. It is important to balance User Experience (UX) with Customer Experience (CX) and Employee Experience (EX).
- 2. What is your number one pain point related to optimizing audience engagement for events, webinars, and other marketing-related events?**
 - a. It is most important not to waste the experience. For example, materials can be shared share before, and the recording used for additional outreach/touch points later.
 - b. Watching OnDemand vs Live. We need to adjust the viewpoint that an event needs to be live, since more than half of attendees are now watching after the live event. Organizations can no longer expect the audience to work around our timelines.
 - c. It will be hard to take an old school approach if not employing on a digital platform successfully, need to introduce at least hybrid (live and digital).
 - d. Digital first is often much more cost-effective than in-person.
- 3. How can an organization improve content experiences?**
 - a. It is important to engage early and often – both before and after the webinar, experience, or marketing activity.
 - b. Creating a webinar channel that is interactive for OnDemand rather than just Live is a way to personalize and increase engagement.
 - c. Introducing podcasts as another source of presentation and interaction. Podcast popularity has grown significantly during the pandemic.
- 4. In terms of analyzing audience engagement data and conversion rates, how are you measuring success? What metrics matter and how are you using them?**
 - a. Gating is one way to do this, but not the only way to measure success. Organizations must give something in return if gated.
 - b. Measuring bottom of the funnel vs. top of the funnel changes how we view and measure success.
 - c. By increasing the metrics that are available. For example- how leads/attendees have interacted should impact how they are followed up with.