



The **#WDYT (What do you Think)** campaign is demonstrating how Places and businesses can collaboratively increase their Digital Influence to drive local footfall by increasing social media output. The campaign has been piloted in 1 City, 8 Towns and 1000+ businesses are involved. This has enabled the creation of a national benchmarking index for over 1300 towns and cities and over 150K retail venues called the 'UK Digital Influence Index'.

The #WDYT campaign has attracted Ministerial and Local Government support along with commercial support from BT, Trinity Mirror and Nominet.

Most high street retailers are not able to serve shoppers in the way they wish to shop. By 2020, 80% of retail purchases will still occur offline, but close the 50% of these sales will be influenced by a digital interaction prior to purchase. Despite this, today, 74% of high street retailers are not active on social media, up to 55% have no e-commerce facility, and up to 40% have no website at all.

All participating towns have significantly increased their Digital Influence. In Stafford where there are footfall counters and comparative data that goes back to 2016 the impact of the #WDYT campaign can be clearly demonstrated by an increase in footfall by up to 22 percent on a weekly basis.

### **Details of the campaign**

- The campaign will deliver measurement, tools, social media activity and training that help each town increase digital adoption.
- The team will engage with all high street businesses in West Bridgford, East Leake, Bingham and Radcliffe on Trent.
- They will provide access to a tool set that will help identify and amplify the digital activity in each town. This data will rank the digital output of every business in each Towns providing all stakeholders with visibility of digital output by retailer that can be linked to footfall.
- Specifics that are delivered includes:
  - A social media campaign the includes all retailers in the participating towns
  - A ranking report for each retailer in the town
  - A ranking report for each town that enables it to understand the level of promotion that they are delivering for each business through their social media activity.
  - Training guides for all things digital and social
  - Training events

Following the 3 month pilot period each retailer will be given the option to remain part of the #WDYT campaign by joining for £5 per week. The social media campaign will continue following the pilot period.