

... and the **Digital Domain**

*The value of the company is depending on the context of data*

# Vision

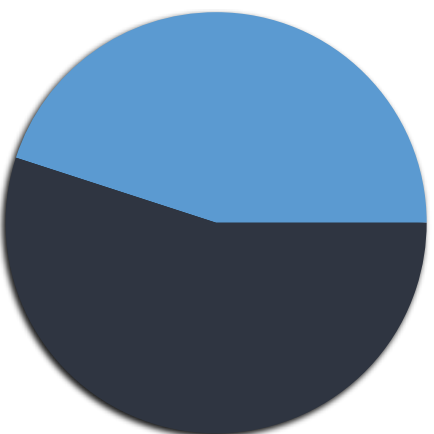
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**The internet is a digital ecosystem. A festival or dj and it's or his fans are all digitally connected and influence each other continuously. All stakeholders are interconnected via internal and external networks and systems.**

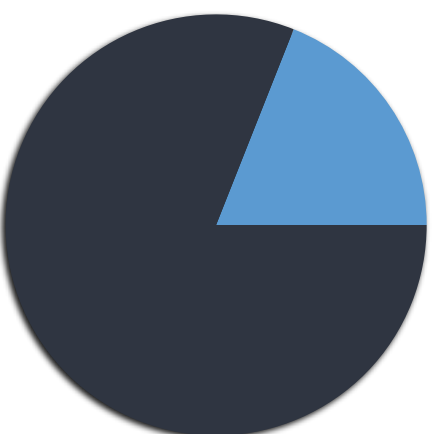
**By creating awareness within the organization and understanding the context of information in networks and systems an optimum relationship with fans can be realized.**

# Facts

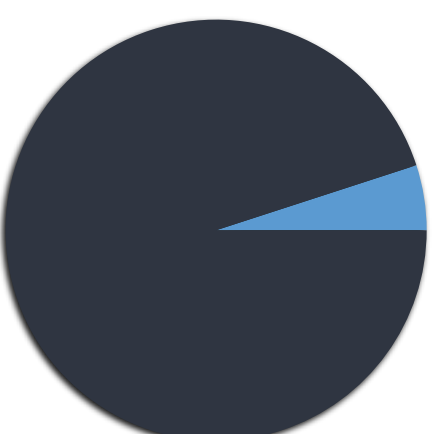
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< 50%  
not ready for digital marketing



< 19%  
change of the organization  
is the key to success

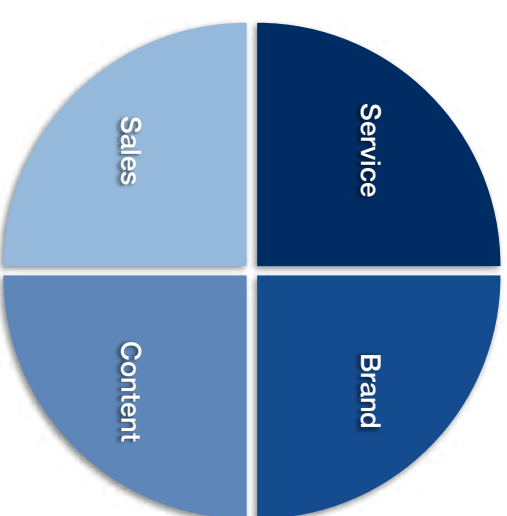


< 5%  
real digital vision

# Main drivers

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- ▶ **Brand**
- ▶ **Content**
- ▶ **Sales**
- ▶ **Service**



# Start

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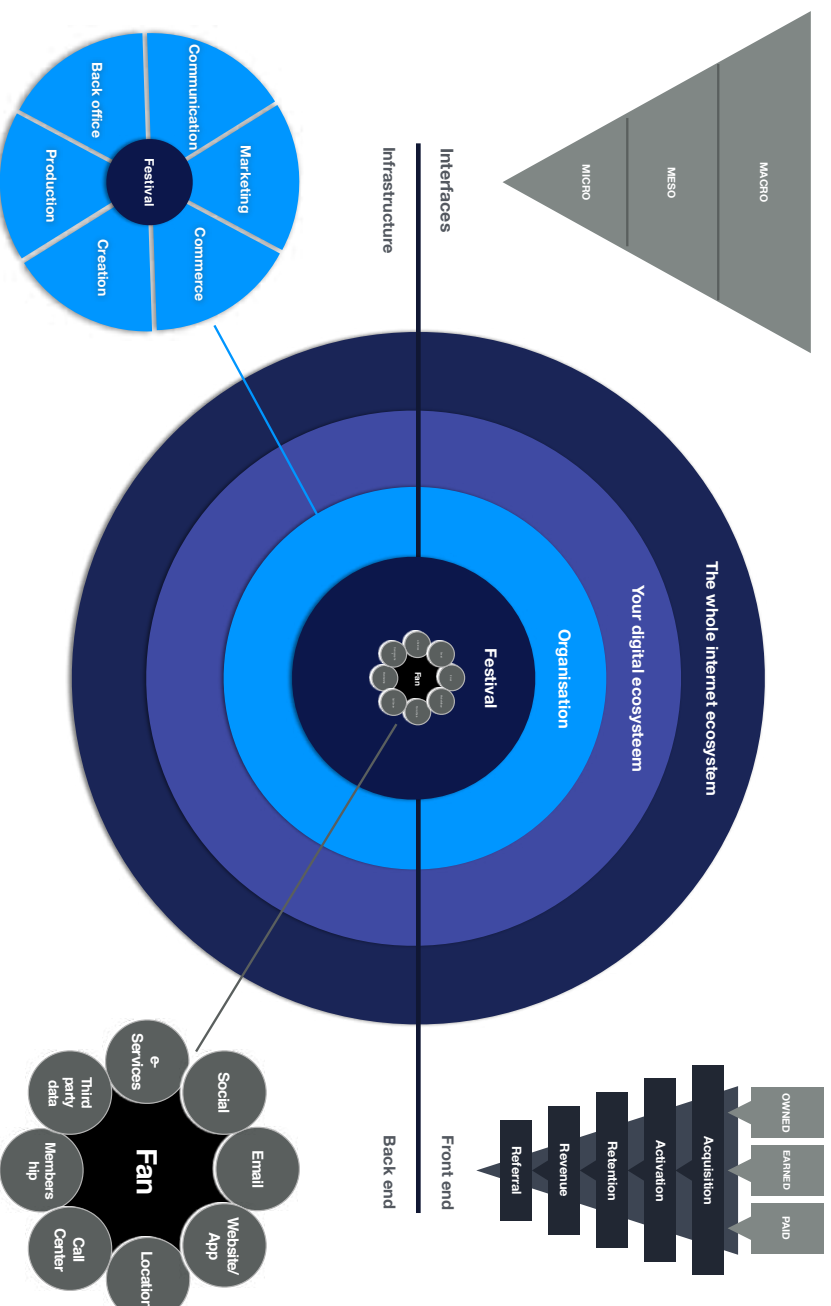
- ▶ **The businessmodel changed drastically**
- ▶ **From Egosystem to Ecosystem**
- ▶ **Context of the bigger picture**

# Transition

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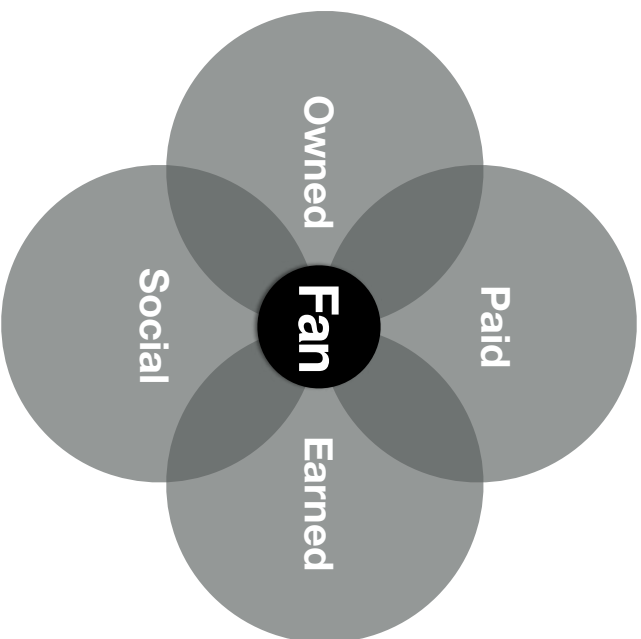


# Digital Ecosystem

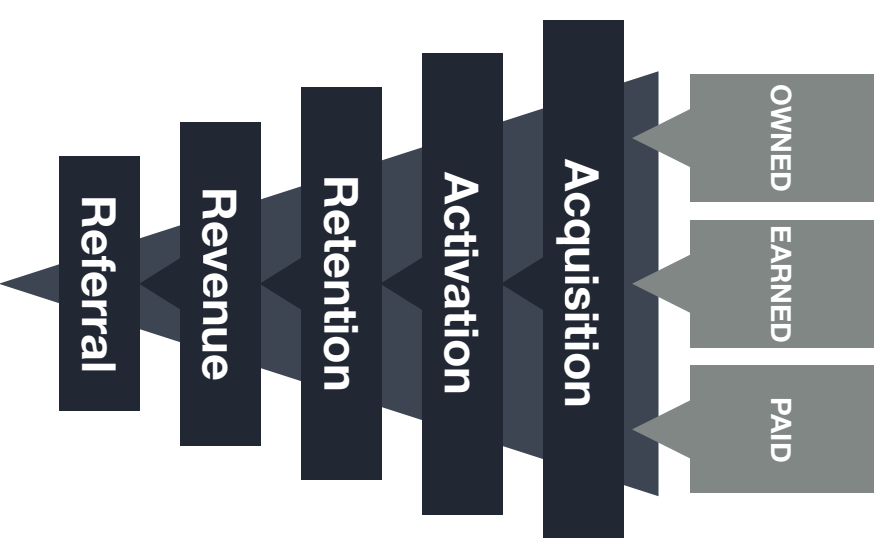


# Digital Ecosystem

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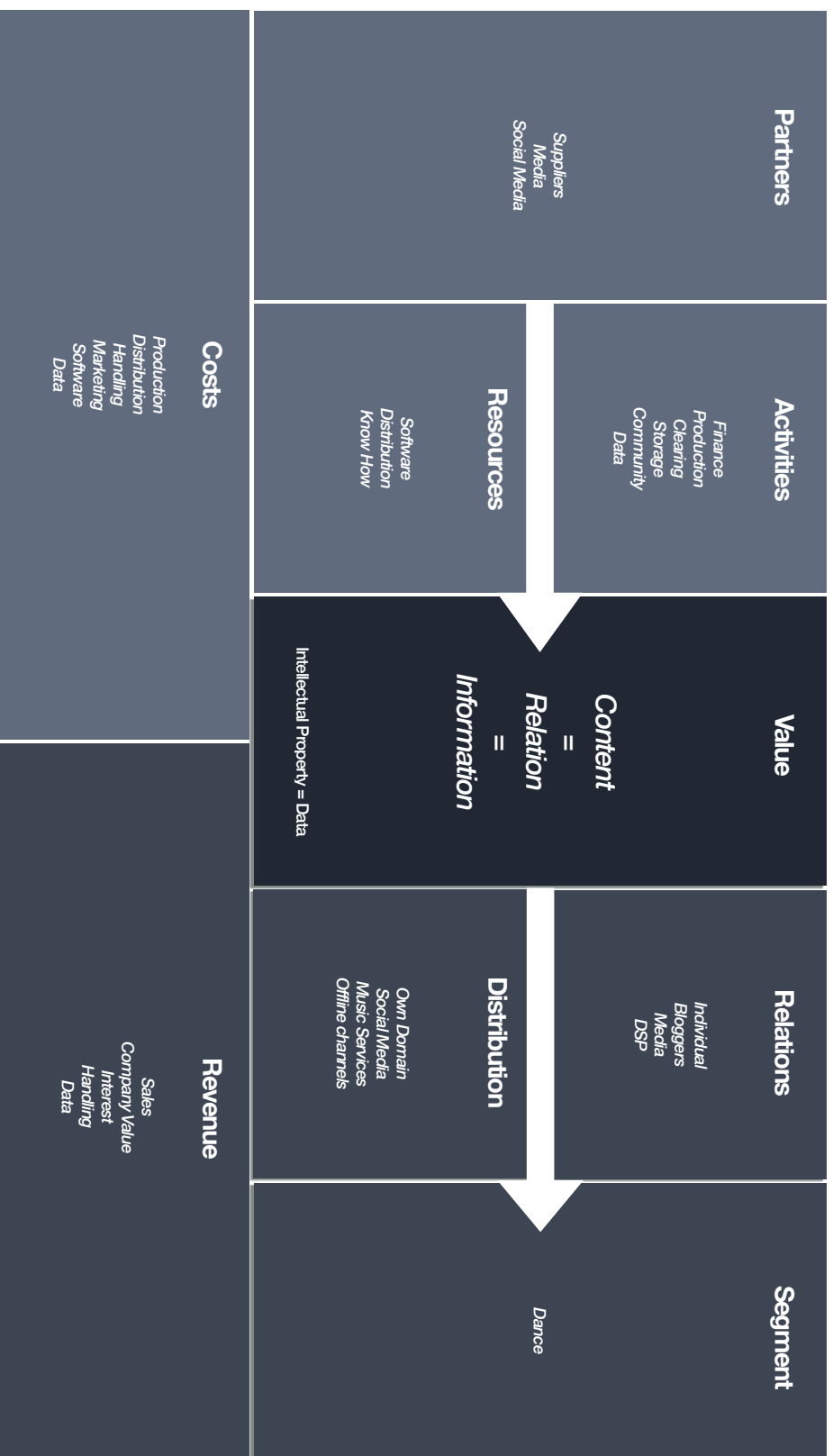
*Data driven controlled campaign  
in our digital ecosystem*





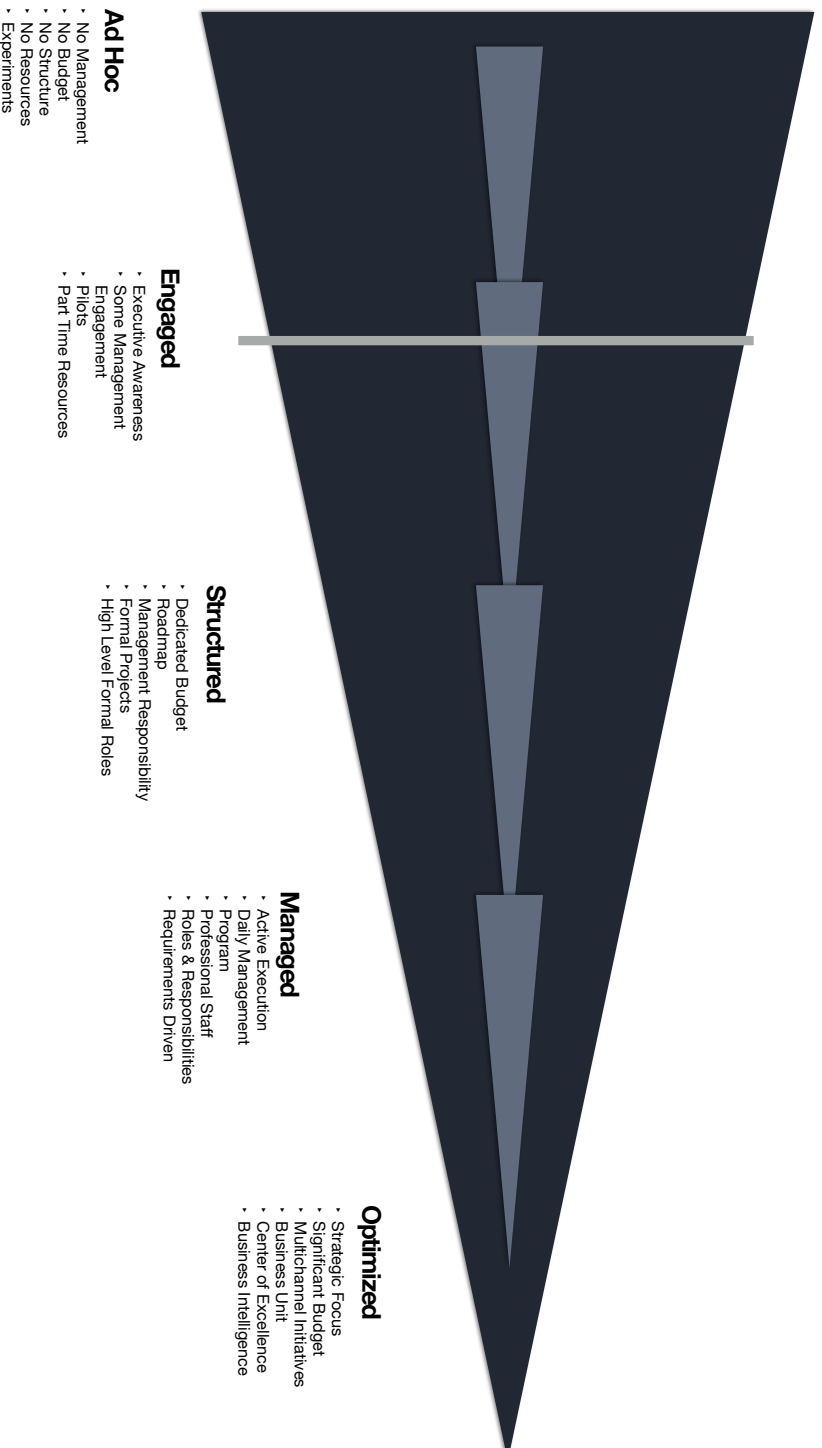
# Businessmodel is digital first

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# Digital Maturity

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# Goals

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- ▶ **Brand Equity**
- ▶ **Brand Reputation Performance**
- ▶ **Marketing Efficiency**
- ▶ **Business Acceleration**
- ▶ **Business Activation**



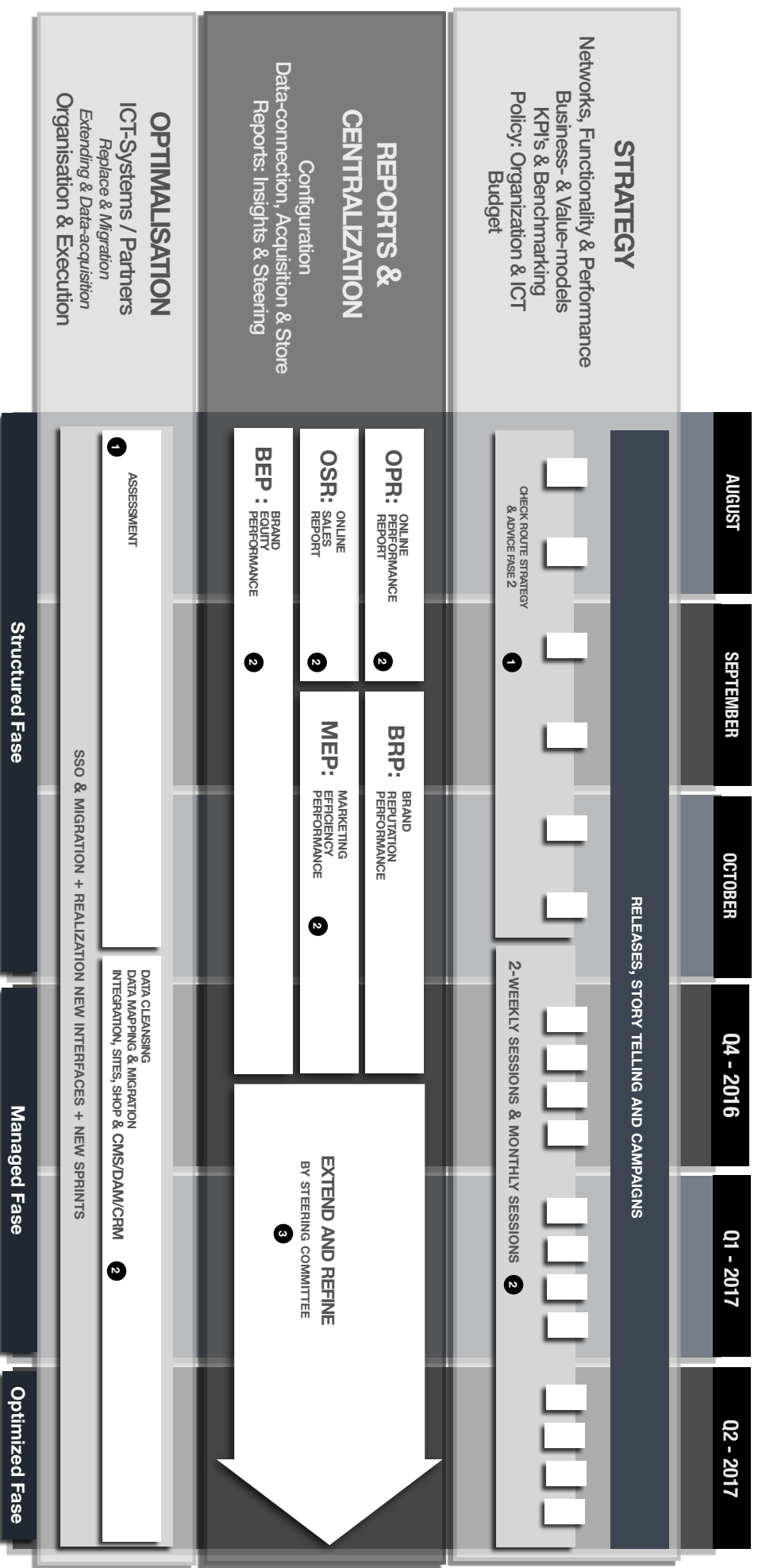
# Business Acceleration Framework

#	Goal	Purpose	Main KPI - primarily Measured by	Sub KPI's - supporting Measured by
1	<b>Brand Equity</b>	Chart potential Business Value of Fan Base	<b>Fan profiles + Term of completeness</b> <b>Business Value - allocated</b> <b>Business Value - non-allocated</b> <b>Reach (widthness and depth)</b>	1a #Profiles / connections 1b #Characteristics 1c #Customer Income options (now only ticketing) 2a Reach - acquisition 2b Reach - activation 2c Reach - retention
2	<b>Brand Reputation</b>	Connect with and reach to (target) audience	<b>Quality of Reach</b> <b>Benchmarking</b> <b>Cost of Sales and ROI on AARRR</b>	2e Reach - referral 2f Engagement (IPM) 2g Ranking / Benchmarking 3a #A, A, R, R, R / Cost
3	<b>Marketing Efficiency</b>	Return On (Marketing) Investment / Engagement	<b>Total Revenue (per revenue stream)</b> <b>ARPU (Average Revenue Per User)</b>	4a ARPU 4b #Customers 4c #Retention 4d Customer Lifetime Value
4	<b>Business Acceleration</b>	Increase revenue from existing business models	<b>Total Revenue (per revenue stream)</b> <b>ARPU (Average Revenue Per User)</b>	5a ARPU 5b #Customers 5c #Retention 5d Customer Lifetime Value
5	<b>Business Activation</b>	Increase revenue from additional business models		

# Business Acceleration Framework

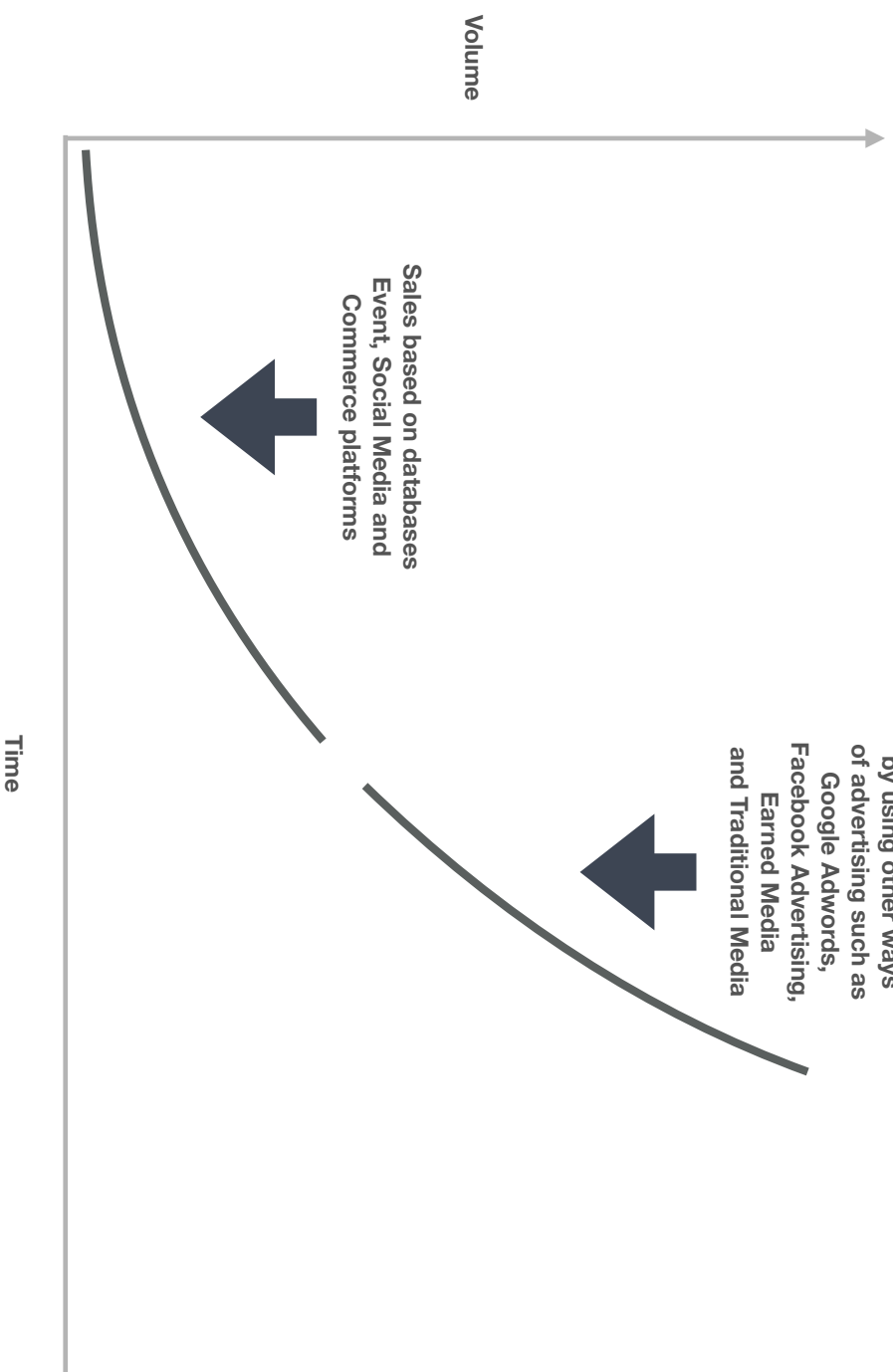
#	Goal	Purpose	Primarily measured by	Q1	Q2	Q3 forecast	Q4 forecast	YTD forecast	Metric	
1	<b>Brand Equity</b>	 Chart potential Business Value of Fan Base <b>196%</b>	Fan profiles + Term of completeness	n/a	n/a	n/a	n/a	n/a	#Profiles / connections	
			Business Value - allocated	155%	195%	213%	230%	198%	#Characteristics	
			Business Value - non-allocated	171%	183%	210%	205%	192%	#Customer Income options (row only)	
			Reach (width and depth)	145%	226%	73%	176%	155%	Reach - acquisition	
				186%	231%	140%	164%	180%	Reach - activation	
				89%	126%	76%	127%	104%	Reach - retention	
				819%	810%	720%	372%	680%	Reach - revenue	
				779%	372%	548%	227%	481%	Reach - referral	
			Quality of Reach	n/a	n/a	n/a	n/a	n/a	n/a	Engagement (PM)
			Benchmarking	n/a	n/a	n/a	n/a	n/a	n/a	Ranking / Benchmarking
3	<b>Marketing Efficiency</b>	Return On (Marketing) Investment / Engagement	Cost of Sales and ROI on AARRR	n/a	n/a	n/a	n/a	n/a	#A, A, R, R, R / Cost	
			Total Revenue (per revenue stream)	n/a	n/a	n/a	n/a	n/a	ARPU	
			ARPU (Average Revenue Per User)	n/a	n/a	n/a	n/a	n/a	#Customers	
4	<b>Business Acceleration</b>	Increase revenue from existing business models		n/a	n/a	n/a	n/a	n/a	#Retention	
			Total Revenue (per revenue stream)	n/a	n/a	n/a	n/a	n/a	Customer Lifetime Value	
			ARPU (Average Revenue Per User)	n/a	n/a	n/a	n/a	n/a	ARPU	
5	<b>Business Activation</b>	Increase revenue from additional business models		n/a	n/a	n/a	n/a	n/a	#Customers	
				n/a	n/a	n/a	n/a	n/a	#Retention	
				n/a	n/a	n/a	n/a	n/a	Customer Lifetime Value	

# Approach



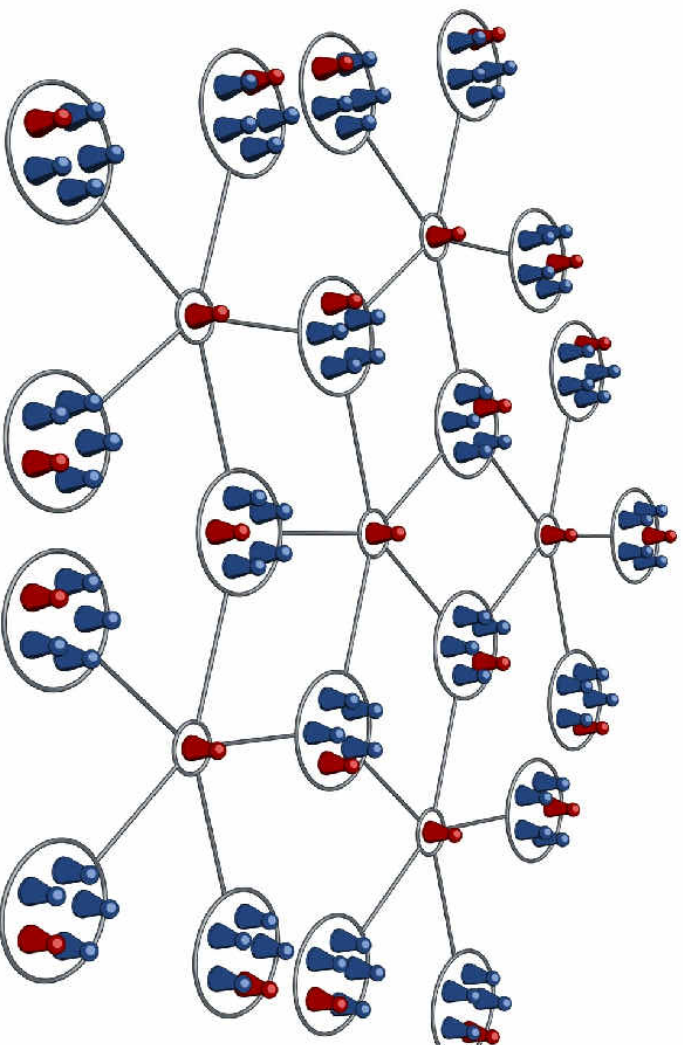
# Analyses and data first

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# Organization

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# Keys to success

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## Optimization business model based on:

- ▶ Acquisition
- ▶ Activation
- ▶ Retention
- ▶ Referral
- ▶ Revenue

## Key drivers to success:

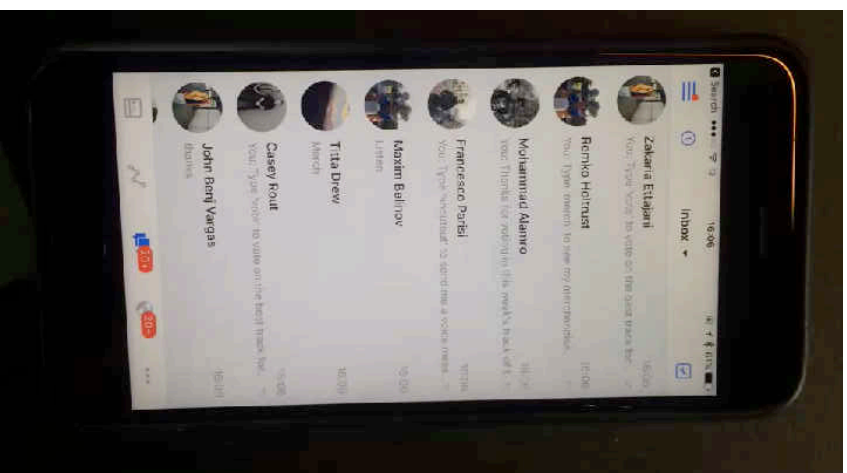
- ▶ Fan insights
- ▶ Competitor insights
- ▶ Partner insights
- ▶ Organisational insights

## Research with the context of data:

- Adaptation of the business model
- Accelerate and improve existing revenue streams (insights, proof, targeting)
- New revenue streams (possibilities)
- Support with deal making

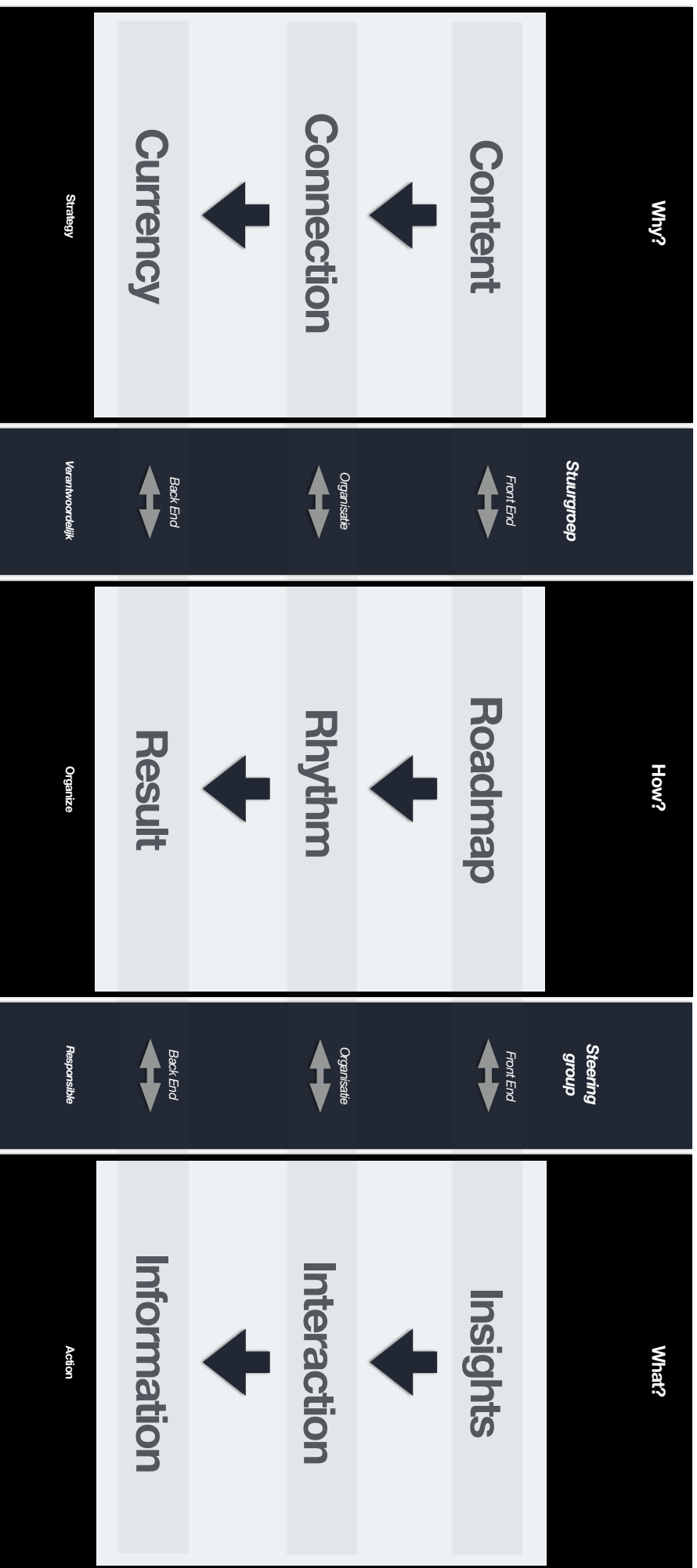
# So why blockchain

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# Resume

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## **In practice what do we need**

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- ▶ **Story**
- ▶ **Goals**
- ▶ **Team**
- ▶ **Infrastructure**
- ▶ **Budget**

An aerial photograph of a tropical island, likely in the Maldives, featuring a prominent thatched-roof building and numerous palm trees. The image is overlaid with a semi-transparent dark green filter. The text "Thank you" is centered horizontally across the middle of the image.

Thank you

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DDMCA is currently working to refine the models based on data from several social analytics from different social media channels. Questions how to evaluate a n organization? Need a full report or benchmark for an organization? Information can be required via the details below.

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