Maybe*
#WDYT
Digital activity that helps our high streets evolve

Why are we here

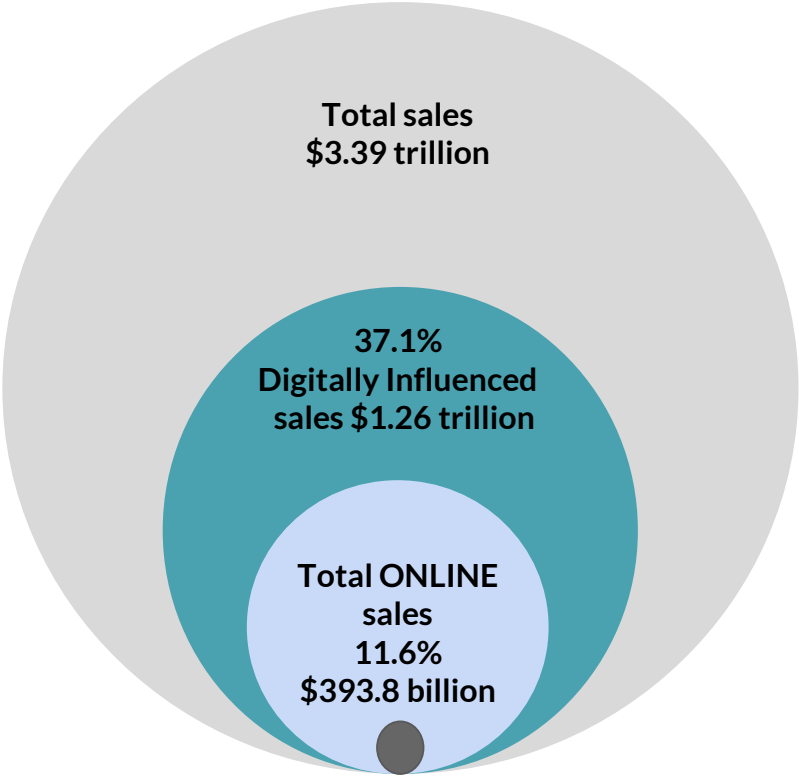
Consumers are adopting technology faster than the majority of businesses or places are able to deploy it.

Why this is important now

Today
37% of ALL retail sales are influenced by digital.
(that's 4 times more than is sold through e commerce alone).

By 2020
49% of all retail sales will be influenced by digital.

Source: Forrester and Deloitte.



The problem

Shoppers	
81%	Use multiple devices to research what to buy Source: Hubspot
72%	Research online before purchasing in a store Source: Forbes
78%	Are influenced by social media as they decide what to buy Source: Social Media Today

Shoppers increasingly see one channel

Retailers	
93%	**CAN'T** connect users across different devices Source: Econsultancy
94%	**CAN'T** send relevant permission based push notifications Source: Econsultancy
up to 74%	Of High Street Retailers **DON'T** have an active social media presence Maybe* Digital Influence Index

Retailers are struggling to respond

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High Street evolution

up to **74%**

Of High Street Retailers **DON'T** have an active social media presence

Maybe* Digital Influence Index

This Government endorsed campaign ranks the "Digital Output" of 150K retailers in 1,300K retail locations. The Maybe* platform enables this campaign and links the digital conversation to each physical place.

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The UK Digital Influence Index

This campaign has created the UK Digital Influence Index - this gives a daily ranking of the Digital Influence of every retailer and every town in the UK, every day.

- 150,000 retail locations
- 1,300 Towns ranked by social media output
- Daily measurement of follower numbers
- Daily measurement of messages sent
- Sentiment scoring of products, retailers and place
- Measures: Twitter, Instagram and Facebook
- Linked to a physical location data like footfall and sales

The top 10 performing towns out of 1,300 in the Digital Influence Index

RANK	PLACE	CHANGE
1	London	
2	Nottingham	+8
3	Edinburgh	+3
4	Bristol	+1
5	Glasgow	-3
6	Leeds	+1
7	Manchester	-3
8	Cheltenham	+15
9	Birmingham	-1
10	Sheffield	-1

data generated: 20th Mar 2018

It means EVERY town and EVERY

Business can benchmark how they are doing DAILY.

An example locally ...

Place	County	Businesses	Website Percentage	Active On Social	Percentage Active	Maybe Index
Southampton	Hampshire	775	60	284	37	27
Harrogate	North Yorkshire	438	73	198	45	28
Reading	Berkshire	658	66	274	42	29
Northampton	Northamptonshire	588	46	223	38	30
Coventry	Warwickshire	570	51	228	40	31
Leamington Spa	Warwickshire	481	54	215	45	32
Lincoln	Lincolnshire	456	57	233	51	33
Doncaster	South Yorkshire	565	51	215	38	34
Chester	Cheshire	498	63	247	50	35
Torquay	Devon	586	46	198	34	36

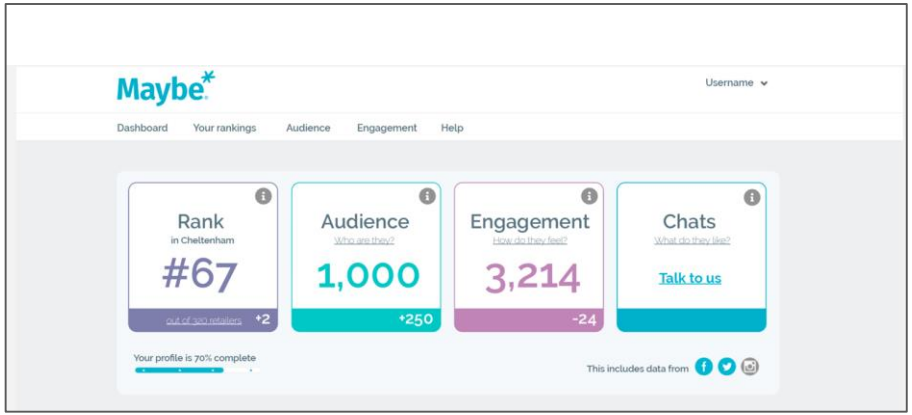
AND - we know how each businesses is contributing to their towns ranking ...

Why this matters ...

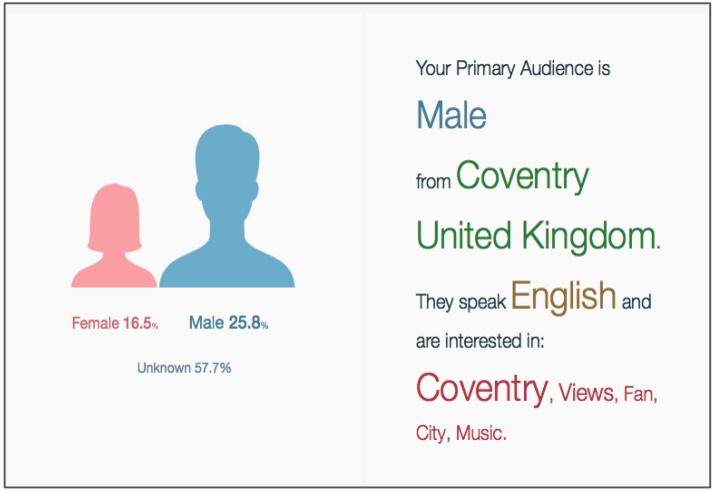
This is now your shop window

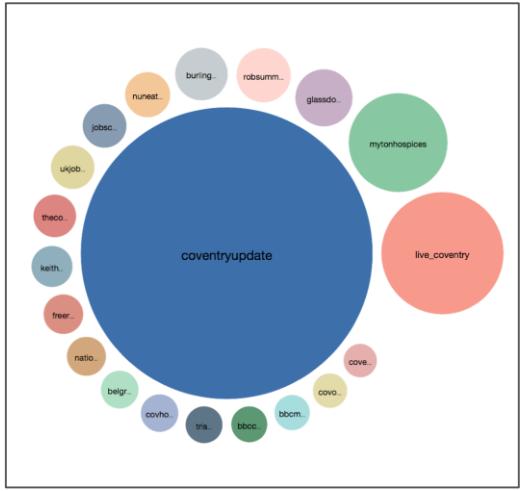
This is where your customers find you and where you need to be to remind them to come to YOUR TOWN AND YOUR BUSINESS

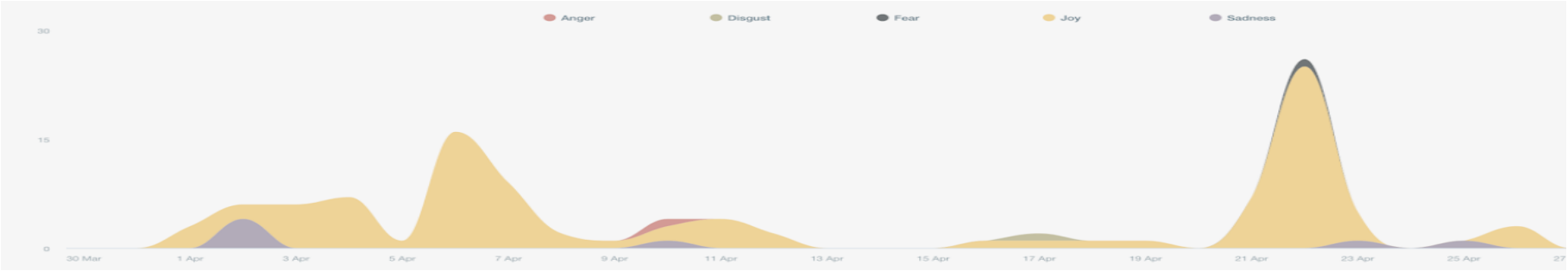
We provide a platform that enables each business in participating towns towns to learn about the local audience, amplify reach and learn how to leverage social media for all to benefit. products ...



That enables them to listen to their town







We show which content engages the audience

National Rail 118,032

new delays of up to 20 minutes are expected for trains travelling between birmingham international and #Coventry due to fault with the signalling s...

July 11, 2018

BBC Midlands Today 38,046

should coventry diver be honoured for helping to rescue the trapped thai school boys https://t.co/XcdxvDTQcX https://t.co/QYBzrHKpsh

July 11, 2018

VIP Record Fairs 365

back in coventry 15th july unless it's bad snow again meantime

July 2, 2018

Content from local retailers about music, local interest stories making the national press, and fun locally relevant

Football stories have done well in terms of impressions and influence.

National outlets like National Rail, have driven down some of the sentiment

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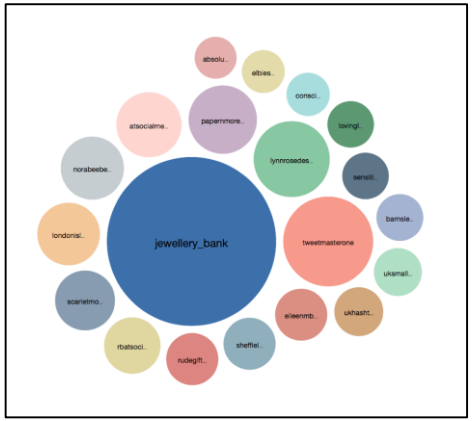
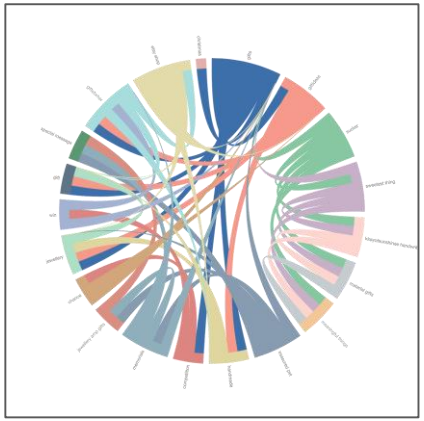
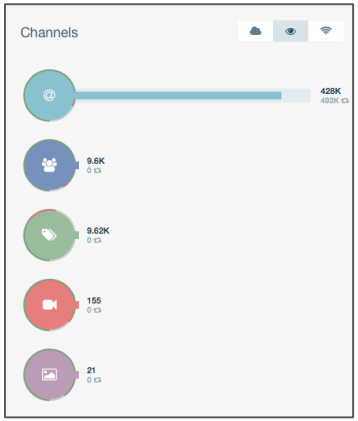
Let me introduce Sophie

We can also listen to what a sector is saying
So we listened to **Gifting**







#WDYT

We've also asked the audience about Christmas...

Through social media we asked 2500 people "In your opinion, what makes for a good gift?" In less that 24hrs we had 5000 responses…

18.9% of those asked said something thoughtful made a good gift
16.5% said something personal
10.0% said something picked with love
4.4% said someone useful
1.6% said something fun

Would you buy this for a 3-9 year old?

68% yes

27% no

Would you buy this for a kid in your life

69% yes

30% no

#WDYT

Would you buy this for the men in your life

79% yes

21% no

Would you buy this for a teenager?

50% yes

50% no

Social media as a footfall driver

Top tips:

- **Listen to relevant conversation**
- **Engage in the right conversations**
- **Let your audience know you have what they want in store or on your website**

#WDYT

www.wdyt.org.uk

Sign up today and will invite you into the gifting conversation

Each town or city is the sum
of its digital parts
Join your conversation
www.wdyt.org.uk