

ProTalk

Discussion Files

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Language Center

C2. What is going digital?

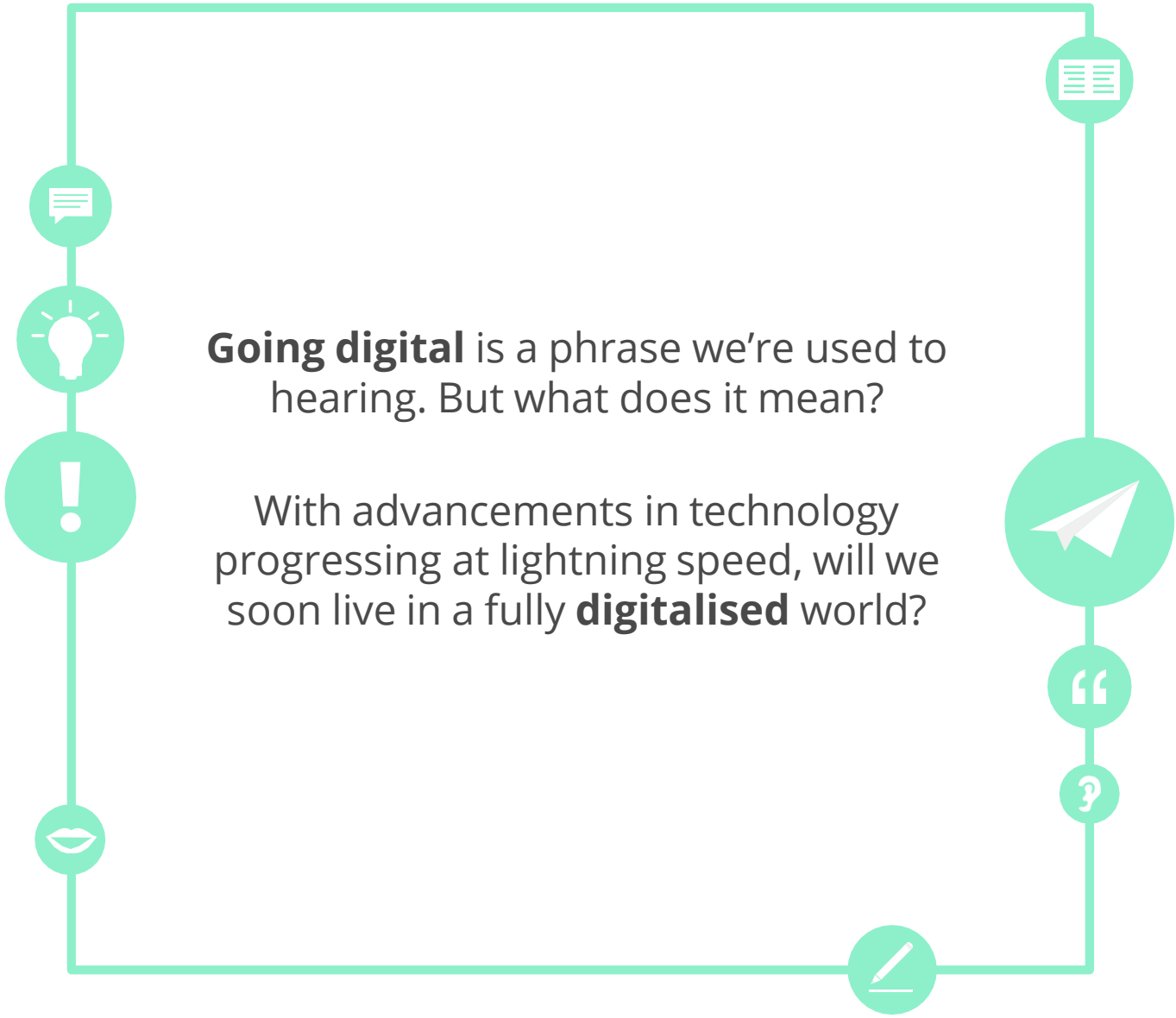
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Goals

- Can read and understand a complex text on the concept of going digital.
- Can present my own thoughts on technology and evaluate how it has changed the way businesses work.





Going digital is a phrase we're used to hearing. But what does it mean?

With advancements in technology progressing at lightning speed, will we soon live in a fully **digitalised** world?

Going digital

Discuss what you understand by the phrase **going digital**?



Elements of the digital life

Explain to your elderly neighbour, who knows little about the digital world, what the things on the cards below are.
How are they used? Why are they important?



mobile phone	social media	laptop
internet	website	e-mail

Discuss

Could you survive without the internet?





Read the text and summarize it.

What is going digital?

What exactly do we mean when we talk about **going digital**? It's a term that is frequently used but it can be hard to **pin down** the exact meaning. There are several different aspects to take into account when thinking about the meaning behind going digital. **By all accounts** going digital tends to involve adopting and becoming active with social media.



Digital businesses are those which engage with various forms of social media and use them to interact with their consumers. In recent years, the use of social media has really **shaken up** the advertising and marketing industries. There has been a **shift** away from more traditional forms of advertising, such as those found in newspapers and magazines, towards online advertising.

Read the text and summarize it.

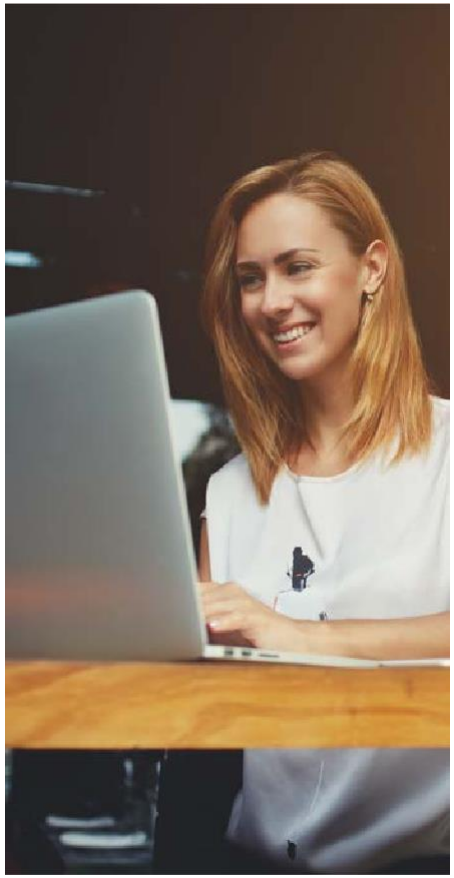
What is going digital?



It has been difficult for some companies to keep up with the changing trends, as online advertising campaigns have to be **fresh** and engaging. As well as **hooking a customer's attention** with social media, going digital involves interacting with and responding proactively to customers. This interaction has been proven to improve customer experience.

Read the text and summarize it.

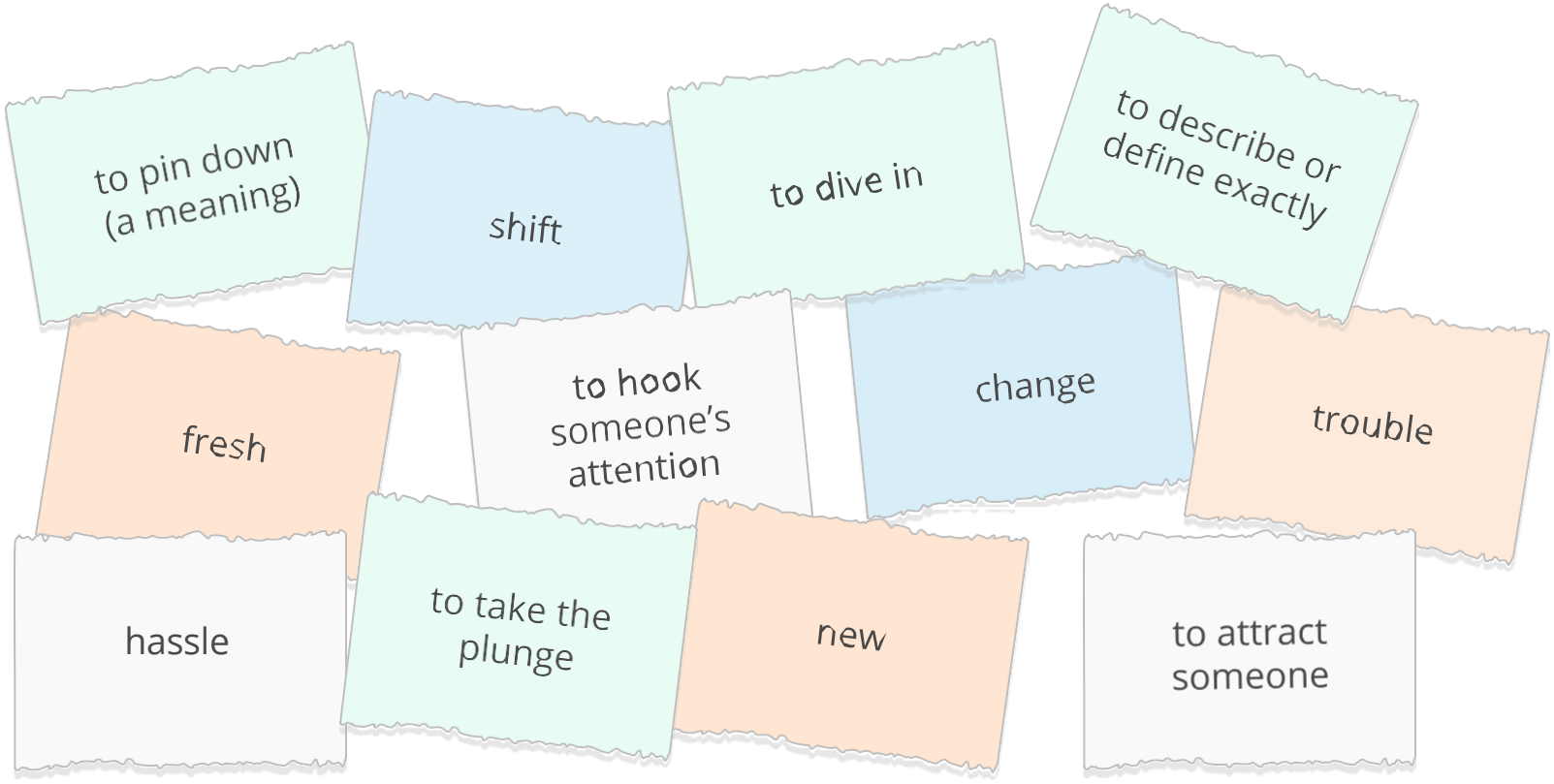
What is going digital?



Another key aspect of going digital involves being mobile. Digital businesses are those that the consumer or employee can interact with whilst **on the road**. Employees and consumers alike benefit from being able to connect and communicate in this way. It takes a lot of the **hassle** out of the communication process. Companies wanting to **take the plunge** and go digital have to be mobile and ensure that an individual can interact with their business from anywhere and at any time.

Matching synonyms

Can you match the words from the text with their synonyms?



Industry shake ups

The text mentions how the advertising and marketing industries have been shaken up by the increased use of social media.

In what way have the industries below been shaken up in recent years?

the publishing industry

the automotive industry

the travel industry

the music industry

Different forms of marketing

Look at the various forms of marketing and advertising on the cards below.

What are the pros and cons of each?



word of mouth

online reviews

social media

website and search results

leaflets

adverts in newspapers and magazines

Different forms of marketing

Which of the marketing tools below are associated with going digital?

Which do you think are most effective and why?



word of mouth

online reviews

social media

website and search results

leaflets

adverts in newspapers and magazines

Advertising strategies

You have been asked to assist a homemade cakes company in going digital.

How will you advertise them to the following consumer groups?



retirees



young families

Imagine you are...

Imagine you are manager of a traditional restaurant in your home town. Your business is going digital! You need to brainstorm with the owner, in this case your teacher, to make sure the business is prepared for this change.

- Make a list of all the things you will need to do in order to go digital.
- Agree on how you want to market and promote the restaurant.





- The owner also wants to launch a competition to help drum up new business.
- What will the competition be?

Sociological rather than technological change

Is it true that going digital is more of a sociological than a technical change? Think of the past 50 years. What sociological and technical changes have businesses encountered in this period of time? Were the driving forces behind these changes sociological or technological?

> This enormous change is actually more of a sociological one than a technological one. Sociological factors drove the change, as opposed to a mere desire to replace old traditional methods with new technology.

Imagine you are...

**Imagine you are visiting your elderly neighbour again.
Can you explain to them what it means to go digital?
Why is this important to businesses?**

- Remember, you will have to explain the meaning of complex terms such as Big Data and Analytics!



Exercise p. 10

to pin down (a meaning) – to describe or define exactly
shift – change
fresh – new
to hook someone's attention – to attract someone
hassle - trouble
to take the plunge – to dive in

Presentation

What does it mean to go digital? Say a short summary of what you now understand about this process.
Why is it important for businesses today to go digital?
Prepare a two-minute presentation.
Include several reasons to support your point of view.
Give your presentation to the class. Answer questions and get feedback.