The Smart Insights RACE Planning System for Digital Marketing BRANDEL CONTEN

Search engines, social networks.

Publishers and blogs

Your web site, blog.

community and

interactive tools

E-commerce process.

product, price

and promotion

Customer

Advocacy

PUTOMATE

PLAN

REACH

ACT

CONVERT

ENGAGE

Build an agile, strategic approach to digital marketing

Competition is fierce online. To win you need to Plan, Manage and Optimize digital channels against defined targets, SMART KPIs and a focused investment in content marketing, digital media and experiences. We believe an integrated digital strategy is essential to define new Segmentation, Targeting and Positioning for your online value propositions

BLIVER STACE: EXPLORATION

Publish and promote your content, allow sharing to other outposts, networks and influencers. Draw people to your content hub...

Key Measures:

- Unique visitors Value per visit.
- Fans/Followers

BUYER STAGE: DECISION MAKING

Be worth finding via clear customer journeys and a content hub that is relevant. inspirational, useful and creates leads.

Key Measures:

- Leads/Lead conversion rate
- Time on site
- Shares/comments/. Lilkow's:

BUYER STAGE PURCHASE

Captilalise on marketing investment using CRO, marketing automation and remarketing to ensure contextual relevance drives conversion.

Key Measures:

- Sales (on and) offline-influence).
- Revenue/Profit
- Average Order Value

BUYER STAGE: ADVOCACY

Thrilled customers are key to social media marketing, social proof, repeat sales and referral. Start your marketing becel.

Key Measures:

- Repeat Purchase (Lifetime Value)
- Satisfaction and Loyality.
- Advoca cv.

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Damian Ryan

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