

Defining your  
**DIGITAL STRATEGY**  
BY ASKING THE RIGHT QUESTIONS



## A Digital Strategy

A digital strategy is the process of identifying, articulating and executing on digital opportunities that will increase your business' competitive advantage.

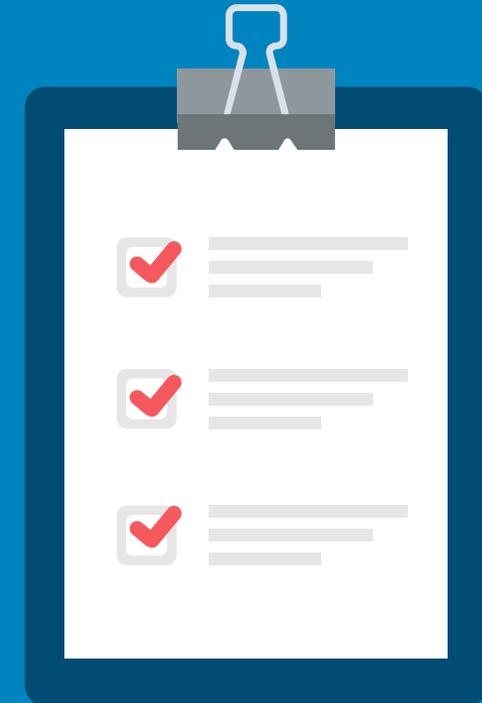
*Seems simple enough...*

# Building a Digital Strategy

Everyone in this room has at least attempted to build a business strategy, a road map for the growth and development of your business

Many have developed a marketing strategy, a plan that outlines how you will spend a set budget to grow brand awareness and engagement and ultimately attract leads

A successful digital strategy takes into account both a business and marketing strategy and looks for ways to achieve the outcomes more effectively and efficiently using digital methods



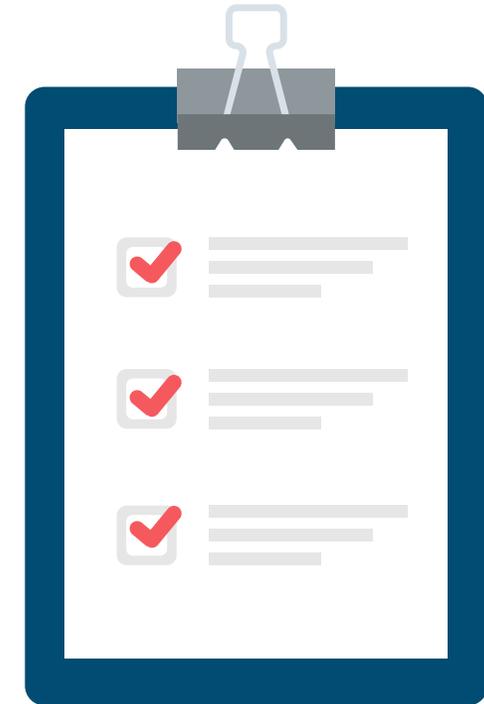
# Asking the right questions

How does the external and internal environment, our vision, mission, objectives all feed into the digital strategy?

Can a digital strategy impact KPI's like increasing sales and decreasing costs?

Can we adopt technologies to increase efficiencies, or optimise the website to increase lead generation?

What are the digital marketing channels we should use i.e. SEO, SM, SEM, content marketing, eDMs? How will they complement our existing marketing strategy and help to increase consumer reach, brand equity, sales and engagement?



# Getting started

It can be as easy as setting aside a few hours to run a session where all key stakeholders are present

Be open to a robust discussion - you're there to achieve an outcome

- What's impacting your ability to move forward i.e. legacy systems, manual processes, resourcing, skillsets, capabilities, budget, lack of integrated solutions, lack of security, lack of qualitative and quantitative data, lack of training
- Bring to the table stakeholder and client feedback

Develop initiatives that become your roadmap to digital success and set realistic timeframes to achieve them



# Digital Adoption

Improves efficiencies and opens up channels of engagement previously unavailable

Allows for automation, integration and greater accessibility

Meets or exceeds market expectation

Can provide a competitor advantage

Helps to reach more people and grow your brand

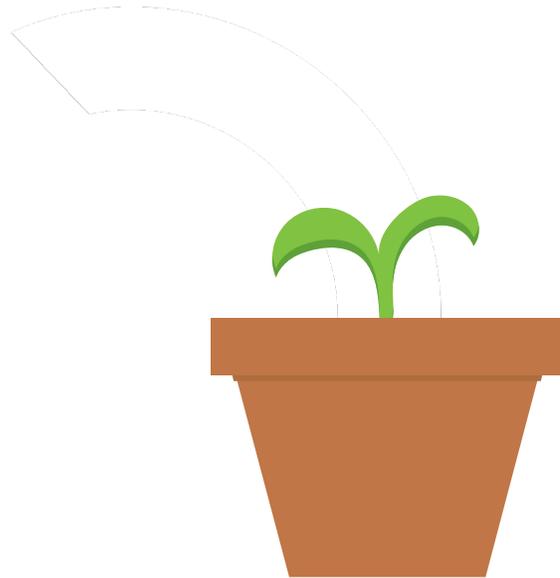
Creates more time so you can concentrate of the 'personal' side of your business



# Time for change...

Adopting a digital strategy is a vote for change and an acknowledgement that you wish to grow your business outside of your standard operating practices

Like any business implementation it takes time and resources but in the long run you're setting a precedent on which to build - technology isn't going anywhere!



# THANK YOU!

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