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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Marcel A. Müller

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