



# Digital Strategy, Growth & Transformation

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Digital transformation elevates a company's digital presence, profitability, and potency by taking a data-market-channels-pricing tactical approach to revenue generation, and designing intuitive, compelling, and highly persuasive experiences that can be measured and monetized.



# Growth Line

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- The Marketing Strategy is formed based on the company's trajectory for growth.
- Two primary modes of expansion are Ambitious and Aggressive -and- Steady and Sustainable.
- Fast-paced growth goals demand operational and campaign agility as well as flexibility in the technologies including automation, dynamic content, customized features, composable applications, APIs, and microservices.
- Consistent growth is achieved by building highly efficient workflows, processes, and channel initiatives that reliably deliver traffic & leads through engagement, buyer journeys, and conversions.
- A business can opt to first create a plan for rapid growth and then pivot to producing steady performance.



# Prioritize Orientations



Product, Sales, Audience  
and Services Oriented



Channels, Markets,  
and Industry Oriented



Costs, Efficiencies, and  
Operations Oriented



Team, Performance, and  
Technology Oriented

# Primary Digital Goals



Traffic, Sales, and Conversions that Achieve ROI Goals



Digital Visibility & User Experience



Brand Messaging, Equity & Authority



Market Share, Reach & Depth



Search Engine Optimization, Ranking & Tactics



Competitive Positioning & Pricing



Impact from Omnichannel Touch Points & Rich Media



Web Performance – Mobile, Scalability, Security, and Speed



Social Engagement & Commerce

# Digital Triangular Aptitude

## Technology

Composable technologies and an integrated set of operating capabilities enable organizations to innovate and adapt quickly to changing business needs. The modular architecture is scalable and flexible for continual advancements in performance.

## Market Intelligence and Reach

Use data and hyper-tempo testing to optimize engagement, immersive experiences, storytelling, social selling, visuals, rich media, messaging, targeted audiences, customized interfaces, and personalized campaigns.

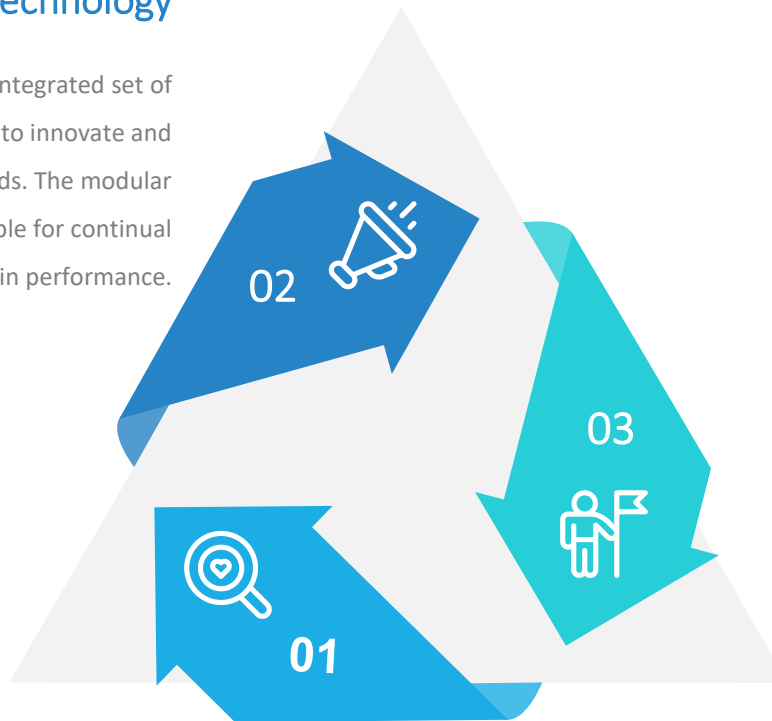
## Innovation

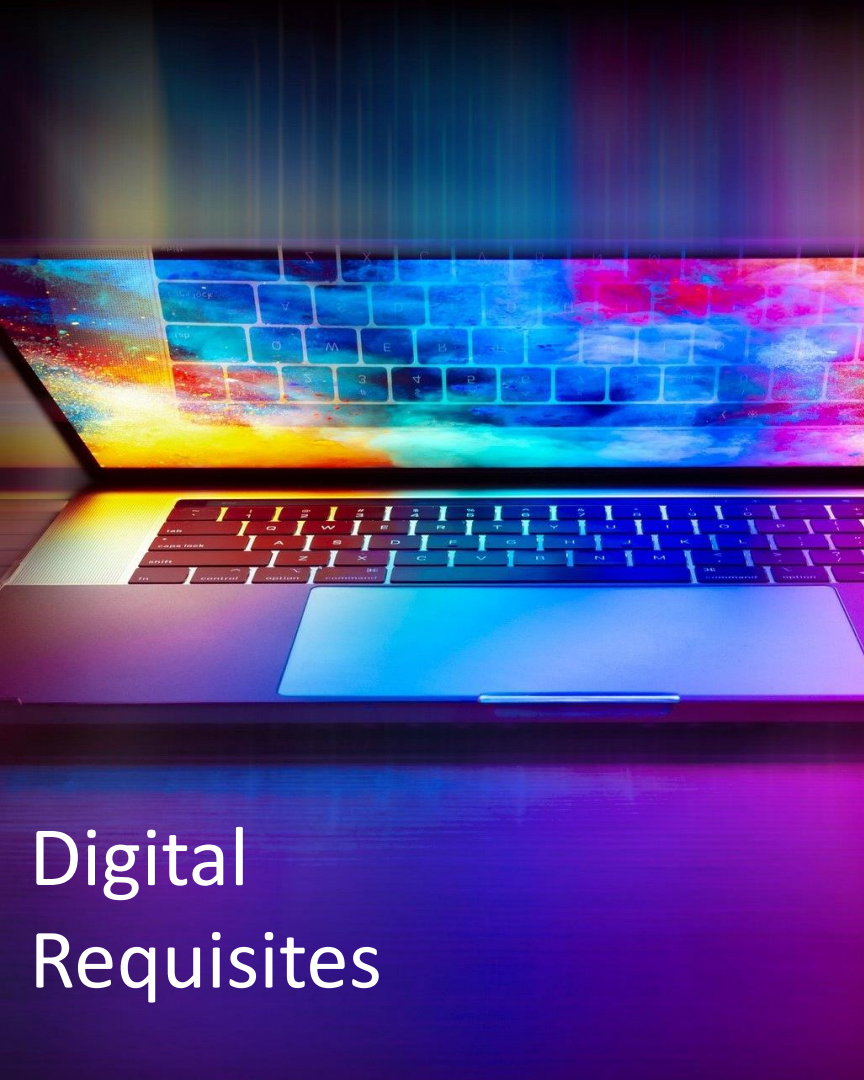
Infuse the company with more powerful and effective digital conduits.

Raise the bar on the creative messaging and visually compelling components of online initiatives and advertising campaigns.

Recognize the two most significant digital currencies are audience attention and business intelligence (data).

Demonstrate a commitment to the mission, community, sustainability, DEI, and impact factors.





# Digital Requisites



01

Management of Costs, Efficiencies, and the ROI of Campaigns and Advertising

02

Effective Use of Resources, Analytics, Data, Technology, Testing, and Programs

03

Identify Opportunities, Limitations, Dependencies, Assumptions, and Constraints

04

Utilize Data for Trends, Strategies, and Audience Preferences to perform Customer Segmentation

05

Programs and Platforms – Cloud, Commerce, CRM, Databases, MarTech, Website, Marketplaces

# Digital DNA of Millennials and Gen Z

- Utilize Social Channels to find products and inspiration.
- They want to not just click, but to interact. Not just consume content, but to contribute to it.
- Highly persuaded by influencers, effective social media engagement, short videos, brand advocacy and cultural values, and unconventional messaging.
- Rely upon mobile apps, digital commerce, virtual experiences, and shoppable media for their buying.
- Expect conveniences such as a simple and secure wallet for check-out, and privacy protection.
- A brand needs to be prepared with conversational marketing, multichannel experiences, event-triggered actions, mobile brand interaction, and multi-touch attribution.
- Data and analytics derived from social & digital channels must be drivers for marketers to ensure optimal engagement.
- Smartphone activity influences 84% of purchases by Millennials.
- Get Ready! Gen Alpha is growing up fast and will be influencing buying decisions soon. Those born in 2010 will be teenagers starting in 2023.





# Critical to Digital Performance

Content  
Effective  
Consumable  
Engaging  
Relevant  
Valuable

Brand CX  
Engaging,  
Fluid Touch  
Points, UVP,  
Immersive,  
Seamless

Channels  
Web, Mobile,  
Social, Events,  
Wearable, SE,  
Retail, Email,  
VR/AR, IoT

Campaigns  
ROI-Driven  
Data-Informed  
Creative  
High Quality  
Persuasive  
Tested

# Use of Buying Personas



## Digital Buying Behaviors

- Create messaging & experiences that answers the question 'Why this brand has value to me'



## Unique Life Experiences & Challenges

- Tell stories and relay your comfort and confidence in understanding their journey



## Engagement

- Tailor the website to a more relevant experience, compelling visuals, intuitive design, and skillful SEO



## Trigger Actions

- Dynamic and resonating campaigns and touch points that motivate customers to act

# Digital Success Factors



# Digital Essential Actions

[identified from post-pandemic behaviors]



Voice, Audio, and Mobile Search;  
Optimized, Discoverable, Highly  
Relevant Content



Market Differentiation and a Prevailing  
Presence in the Competitive Landscape



Convincing Omnichannel Buyer Journey  
using Zero and 1<sup>st</sup> Party Data



BI, Integrated Data, Sentiment Analysis  
for Segmenting, Customizing,  
Personalizing, and GEO Targeting



Marketing Mix Model, Automated  
Campaigns, Channel Pricing, and  
Incremental Sales Strategy



Social Commerce, Livestream Shopping,  
Multimodal AI, VR Spaces, and  
Augmented Reality Engagement

# Post-Pandemic Digital Trends

These are emerging strategies that can be tested to discern if (1) it fits the organization's business model, (2) there is value for the customer, (3) resources and budget are available to support execution, and (4) the strategy achieves the primary business objectives.

- Social Search, Advertising, and Selling
- Influential Omnichannel Interaction
- Cloud Tech Solutions, APIs, and Microservices
- Targeted Ads in Digital and Retail Media Networks
- Google Voice, Audio, Visual, and Mobile Search
- Immersive Customer Experiences
- Human Centered Design (HCD) approach to the User Experience
- Convenient and Customized Buying
- Entertainment & Inspiration Elements and Creating Micro-Moments
- Chatbots, Intelligent Virtual Agents (IVR) and Co-Browsing
- Brand Amplification using Multimodal AI and Virtual Reality
- Tactical Use of AR (Augmented Reality) in Product Interactions



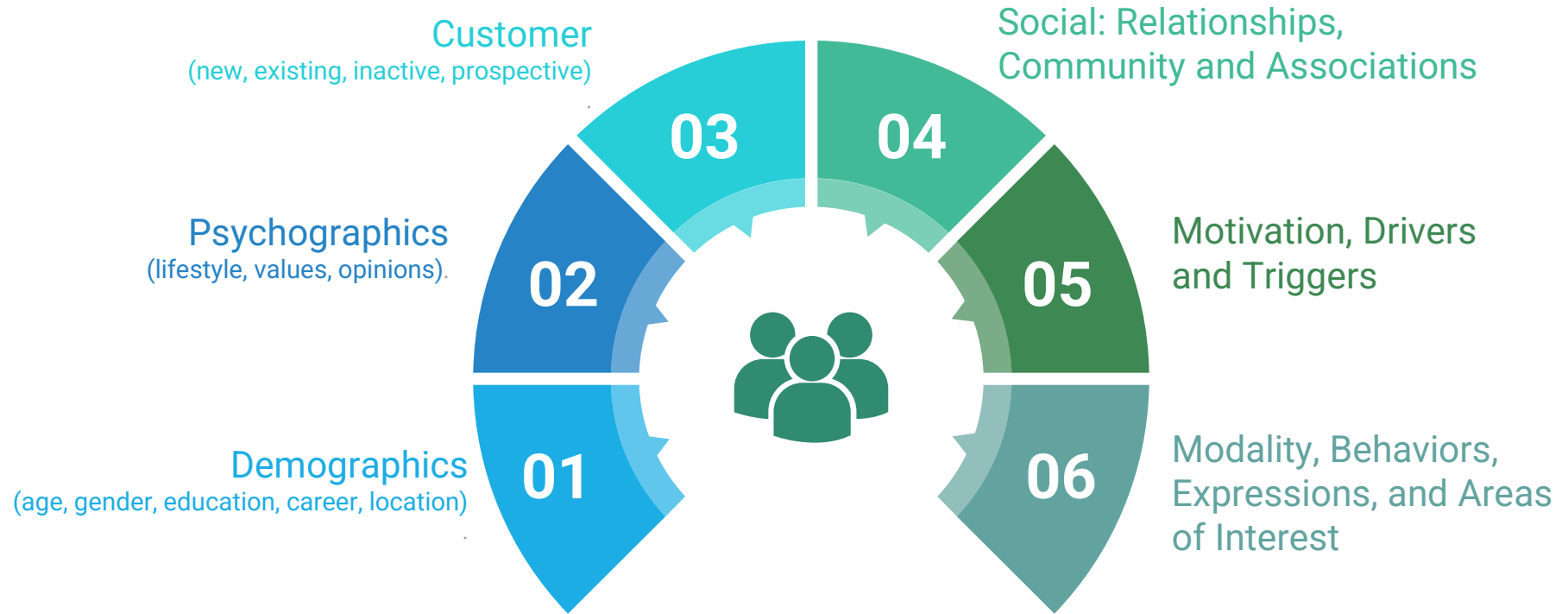
# Automation



Pursue opportunities that increase ROI through automation, such as:

- Targeted campaigns for customer segments
- Keyword bidding activities to improve ad performance
- Personalized emails based on buying and search behaviors
- Real-time pricing strategy to capture more sales
- Multi-channel and integrated marketing
- Sequence-based campaigns
- Purchasing behavioral scoring

# Audience Segmentation



# Hyper-Tempo Testing Regimen



A/B and Multivariate



Heat & Perceptual  
Maps



Search, Navigation,  
Journey Actions



Clicks, CTAs, and  
Trigger Points



# Checklist for Gaining Digital Prominence



Earned Reputation and Industry Position



Quality and Relatability with the Brand's People, Products, and Services



Demonstrated Commitment to Values Shared with the Brand's Target Audience



Solution-Centric, Agile, Focus on Growth Acceleration, and always Innovating



Centered on Customers Needs, Pain Points, Interests, and Aspirations



Compelling Story, Inspiring Brand Experience, Socially Engaged & Interactive

# OKRs and Metrics

**Conversion Rate (CR)**  
**Click thru Rate (CTR)**

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**Cost per Click (CPC)**  
**Return on Ad Spend (ROAS)**

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**SQLs, Lead Conversions, and Share of  
New, Existing & Under-Served Markets**

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**Reduction of Abandon Rate  
and Bounce Rate**

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**Customized & Tested Campaigns to  
increase Acquisition / Retention Rates**

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**Online Sales (Volume, Trend, Profit Margin)**  
**Average Order Size and LTV**

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**Search Engine  
Quality Score, Ranking, Indexing**

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**Internal and External Website Links**  
**Multi Channel Marketing Mix**

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**Website Speed, Core Web  
Vitals, and Mobile Performance**

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**Curated and Shared Resources  
to earn Engagement & Traffic**

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# Must-Have Digital Expertise

(by areas of know-how)



SEO, On-Site Search, Navigation  
Architecture, Search Engine Advertising



UX / UI, Content & Design, Visuals, Landing  
Pages, On-Site Features & Triggers



Multi-Channel Campaigns, Integrated  
Marketing, Email



Testing, Mobile, Website and Technical  
Optimization



Website and Channel Sales, and Traffic  
Strategies



Research, Project Plans, Performance  
Metrics and Analytics

# Leadership Priorities

For both customers and the team, always remember that motivation is movable, persuasion is pliable, inspiration is powerful, and self-worth is a must.

Every day, work to ensure the vision is clear, goals are defined, priorities are aligned, obstacles and adversities are overcome, productivity is elevated, and positive outcomes are celebrated.

For the team, focus must be on pursuing 'excellence in execution", building trust, empowering their talent, and creating a friction-free environment.

Research, listening, and deeply diving into the customer experience sets a foundation for developing high-performing campaigns.

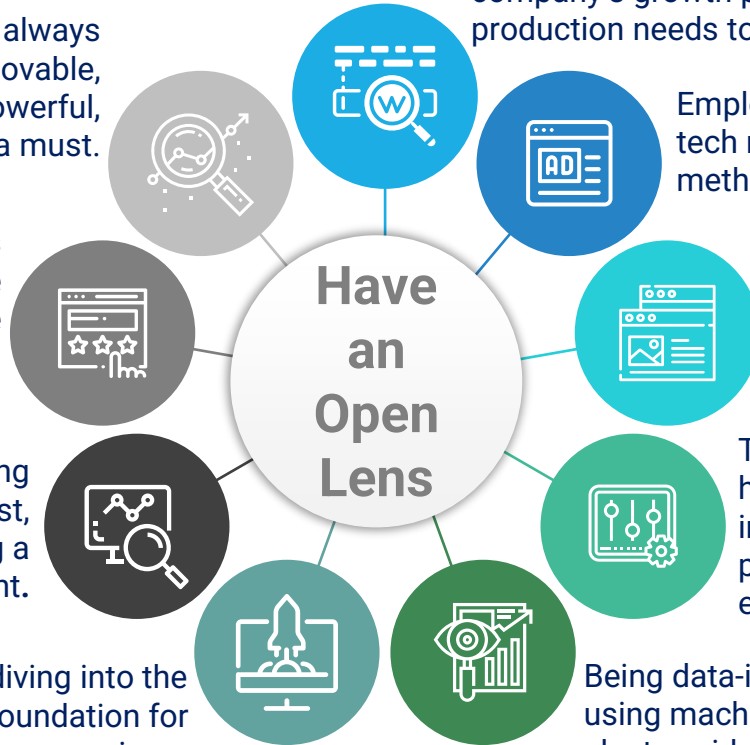
Team objectives should be based on the company's growth playbook, and production needs to be measurable.

Employ a high tempo, high touch, high tech mentality and use agile methodology in the execution.

Concentrate on maintaining an effective and creative environment, planning and preparation, resolving challenges, and defining pathways.

Take imperative actions to identify the highest opportunities and performance, including customer behaviors that lead to profitability and monitoring the market environment.

Being data-informed is essential, which means using machine learning models to find trends & clusters, identify leanings, and prove or disprove a hypothesis.



# Digital Action Plan



Benchmark KPIs, prepare budgets, and streamline projects, tools, and resources to the business goals set by the organization



Prioritize digital initiatives to raise current sales volume, engage the target audience, and increase conversions and engagement



Perform research and assess competitive landscape – curate advertising and creative with a focus on performance to ensure ROI



Integrate programs, automate campaigns, and continually test impact of content, call to actions, interactions, rich media, and channel mix



Advance performance of the website architecture, landing pages, social profiles, search engines, mobile, speed, and customer experience (CX)



Track & monitor data, reporting and analysis, identify drivers, eliminate poor performers, and augment high-performing campaigns

# Complimentary & Comprehensive Digital Audit



- Commerce Architecture, MarTech, Integrations, Programs & Applications
- Current Channels, Campaigns, Differentiators, Taglines, Triggers, Voice & Tone
- Search Engine Rank, Score, Prominence, Image Search, PPA, Knowledge Panel
- On-Site and Technical SEO, Resources, Content Strategy & Distribution
- Media (Videos, Images, Illustrative Content)
- Data Design, Databases, Use of Structured & Unstructured Data, BI Tool(s)
- URLs, Tags, Meta, Schema | Structured Data
- Core Web Vitals and Website Speed & Performance
- Mobile Responsiveness, Features, Viewport, Search
- User Experience, Information Architecture, Navigation, Interface
- On-Site Search, Products & Categories, Services, Shopping Cart
- Digital Ads, PPC, Remarketing, Retargeting, Social Selling
- Brand Experience, Social Media Engagement, Buyer Journey
- Conversion Rate Optimization, Landing Pages, Lead | Demand Gen
- Targeted Audiences, Customer Segments, Buyer Personas
- Processes, Agile Production, Workflow Efficiencies, Automation
- UVP, Competitor Landscape, Market Penetration & Reach



# Thank you!

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