

The background is a vibrant, abstract digital composition. It features a dark blue base with numerous glowing, semi-transparent squares of various sizes scattered throughout. Bright, ethereal light rays and beams of white and light blue energy crisscross the scene, creating a sense of depth and movement. A prominent, bright white starburst or lens flare effect is centered in the upper-middle portion of the frame, radiating light in all directions. The overall aesthetic is futuristic and high-tech, evoking themes of digital technology, data, and innovation.

# Digital Priorities, Performance, and Profitability

Anna Taylor, Digital Catalyst and Customer Experience Expert



An impactful digital strategy elevates a company's presence and potency by taking a data-informed tactical approach to growth goals along with lead or revenue generation. I design intuitive, compelling, and highly persuasive experiences that can be measured and monetized.



# Growth Line

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- Marketing strategies are formed based on the company's business objectives and trajectory for growth.
- The two primary modes of acceleration are Ambitious and Aggressive -and- Steady and Sustainable.
- Fast-paced growth goals require operational and project agility as well as demand-based campaigns and strategies including automation, dynamic content, customized features, CRM funnels, and segmentation.
- Consistent growth is achieved by building highly efficient messaging across touchpoints and channel initiatives that reliably deliver traffic & leads through engagement, buyer journeys, and conversions.
- Start by creating a plan for rapid growth and then pivoting to producing steady performance.

# Roll Up My Sleeves Action Plan



## Perform and Report

Full SWOT, Competitive Landscape Assessment, Market Research and Analysis



## Audit and Test

Messaging, SEO / CRO, UX, Website Core Vitals, Email, Campaigns, Media, Ads, Collateral Materials



## Evaluate

Required Resources, Costs, Platforms and Programs, Opportunities for Automation & Efficiencies



## Build a Roadmap

Define the Timeline, Team, Performance KPIs, ROI, Monetization Goals, Milestones & Deliverables



# Primary Digital Goals



Traffic, Sales, and  
Conversions that  
Achieve Target ROI



Digital Visibility,  
Customer Journey  
& User Experience



Brand Messaging,  
Equity & Authority



Market Share,  
Reach & Depth



Search Engine  
Optimization,  
Ranking & Tactics



Competitive  
Positioning & Pricing



Omnichannel Touch  
Points, Advertising,  
and Rich Media



Web Performance –  
Mobile, Scalability,  
Security, and Speed



Social Engagement  
& Commerce

# Digital Triangular Aptitude

## Technology

Composable technologies, microservices, APIs, and an integrated set of operating capabilities enable organizations to escalate growth 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, and messaging; and effectively target audiences, customize interfaces, and personalize campaigns.

## Innovation

Infuse the company with powerful and high-functioning 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 needs and interest of the customer and trigger emotive responses such as curiosity, intrigue, inspiration, motivation, urge, and impulse.





# Digital Requisites



01

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

02

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

03

Identify Opportunities,  
Limitations, Dependencies,  
Assumptions, and Constraints

04

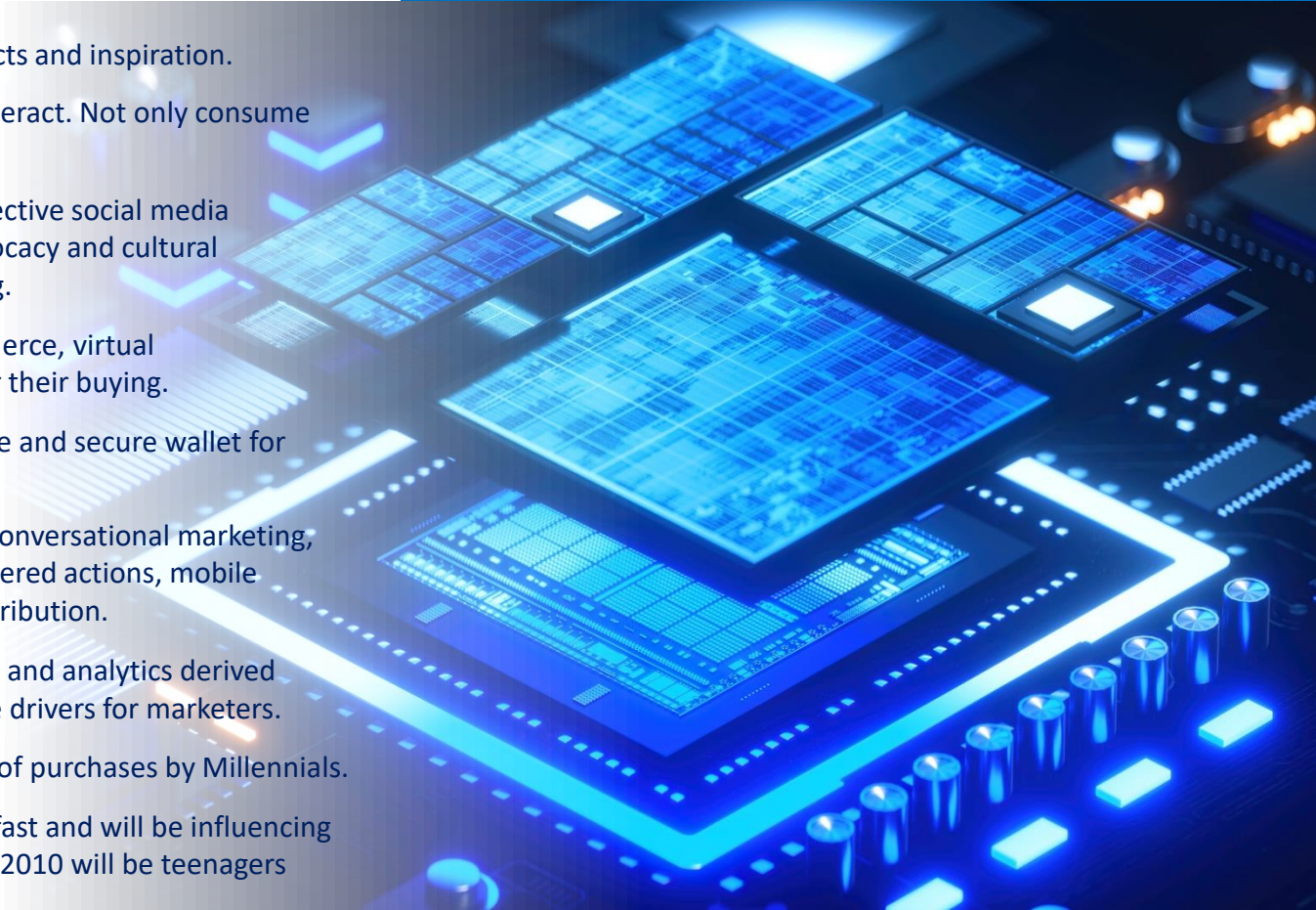
Utilize Data for Trends,  
Strategies, and Audience  
Preferences (to build out Buyer  
Personas & Customer Segments)

05

Leverage Programs & Platforms:  
SaaS, Commerce, MarTech, Social,  
Databases, CRM, Microservices,  
Marketplaces, Video

# 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 only consume content but 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.
- To ensure optimal engagement, data and analytics derived from social & digital channels must be drivers for marketers.
- 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  
Optimized  
Consumable  
Valuable  
Relevant  
Actionable

Brand CX  
Engagement  
Elasticity  
UVP  
Immersive  
Seamless

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

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

# Use of Buyer Personas



## Digital Buying Behaviors

- Create messaging & experiences that answers the question 'What is the value of the brand for me?'



## User Experiences & Challenges

- Empathize, tell stories, connecting, and relay confidence in understanding their unique journey



## Engagement

- Tailor the website with more relevant content, 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 customer behaviors]



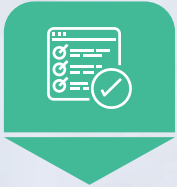
Voice, Audio, and Mobile Search;  
Optimized, Discoverable, Highly  
Relevant Content



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, Customization,  
Personalized Content, 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 evolving 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.

- Power of Social - Search, Engagement, Advertising, and Selling
- Emerging Social Vertical Networks and Apps
- Influential Omnichannel Interaction
- Cloud Tech Solutions, APIs, and Microservices
- Targeted RTB Programmatic Ads in Digital Media Networks
- Google Voice, Audio, Visual, Mobile Search, Hummingbird
- 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



Earn a Trusted Reputation and Industry Position



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



Demonstrate a Commitment to Values Shared with the Brand's Target Audience



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



Center on Customer Needs, Pain Points, Interests, and Aspirations



Compelling Story, Inspiring Brand Experiences, 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, Trends, 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 Rank &  
Quality Score



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



Customer Journey, Multi-Channel  
Campaigns, RTB/Programmatic Ads, Email



Testing, Mobile, BI (Data Strategies),  
Website and Technical Optimization



Website and Channel Sales, Conversion  
Rate Optimization, and Traffic Strategies



Research, Project Management,  
Performance Metrics, and Analytics

# Digital 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.

**Have  
an  
Open  
Lens**





# Digital Action Plan

To scale your program, these are the critical areas of focus



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 testing 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, diligently analyze, identify drivers, eliminate poor performers, and augment high-performing campaigns

# Complimentary & Comprehensive Digital Audit



- Commerce Architecture & MarTech, Integrations, Programs, and Applications
- Current Channels, Campaigns, Differentiators, Taglines, Triggers, Voice & Tone
- Search Engine Rank, Score, Prominence, Mobile Search, PPA, Knowledge Panel
- On-Site and Technical SEO, Resources, Content Strategy & Distribution
- Media [Videos, Images, Illustrative Content, Audio Marketing]
- Data Design, Databases, Use of Structured & Unstructured Data, BI Tool(s)
- URLs, Tags, Meta, Schema, and 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



# Contract Services

01

Comprehensive Digital and Marketing Audit & Report;  
Provide Specific Action Plan

02

Develop, Design, and/or  
Execute Digital Campaigns,  
Traditional Marketing, Brand  
Materials (including messaging)

03

Optimize Website Interface,  
User Experience (UX), Landing  
Pages, SEO

04

Increase Conversions, Advance  
Engagement, and Improve  
Performance through Digital  
Channels (email, video, content etc.)

05

Lead and Monitor Digital,  
Ecommerce, and Marketing  
Projects; Develop Workflows and  
Automated Processes



# The Value That I Can Offer

- A roadmap to advance digital performance and outcomes
- Tireless pursuit of advancing performance in creative, tactical, and incremental ways
- Exceptional copywriting, SEO, and content generation
- Digital commerce expertise
- Utilization of tools, programs, and automation to improve efficiencies and deliverables
- Use of data, analytics, and multi-touch attribution to drive campaigns and initiatives
- Strategic channel mix and effective social engagement
- In-depth understanding of buyer motivations, and application of tactics to attract Millennials and GenZs
- Digital advertising skill
- Keen perspective of the customer needs and behaviors
- Proven proficiency in agile project management
- "Needle in the haystack" eye on detail
- Highly targeted focus on the business objectives and digital goals





# Thank You!

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