Mindluster Platform

About the course Digital Strategy Brand Marketing Workshop

What do you mean by the term digital strategy? 'Digital strategy' is a strategic plan formulated to achieve specific goals through a digital medium. ... Marketers and salespeople will see a digital strategy as meaning increased leads and sales, whereas IT and operations employees would look for cloud-based system and data analytics.Why is digital strategy important? A digital strategy will help you outline and create a clear path to strategic goals. It will also help you determine benchmarks to hit, and the tactics that will lead you to success. To do this, determine what success looks like for you and create your strategy around it to help you get there.What does a digital strategist do? What are the components of a digital strategy? Key components of a digital strategy Online presence. Your online presence refers to how and where the community and other businesses see your business online. ... Digital marketing. ... Selling online. ... Customer interaction. ... Online security. ... Supplier interaction. ... Mobile-based solutions. ... Efficiencies through technology.What are digital media strategies? A digital media strategy â€” also called a digital marketing strategy, is the practice of marketing your products or services to customers through online, digital mediums. These mediums include: Web pages. Video. Audio.What are the top 3 benefits of digital initiatives? 8 Benefits of Digital Transformation Enhanced data collection. ... Greater resource management. ... Data-driven customer insights. ... An overall better customer experience. ... Encourages digital culture (with improved collaboration) ... Increased profits. ... Increased agility. ... Improved productivity.What makes a good digital strategist? A good strategist is like a good counsellor, reflective, intuitive and never pushy; they talk about you more than themselves. 'Counselling' is essential to a strategist as it helps them develop the insights which are so critical to creating the final plan.

Marketing Category's Courses

Course Lesson(1)

Lesson 1 :
Branding Basics | Brand Strategy | Understading Branding Fundamentals | Brand Marketing |Simplilearn

Related courses

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