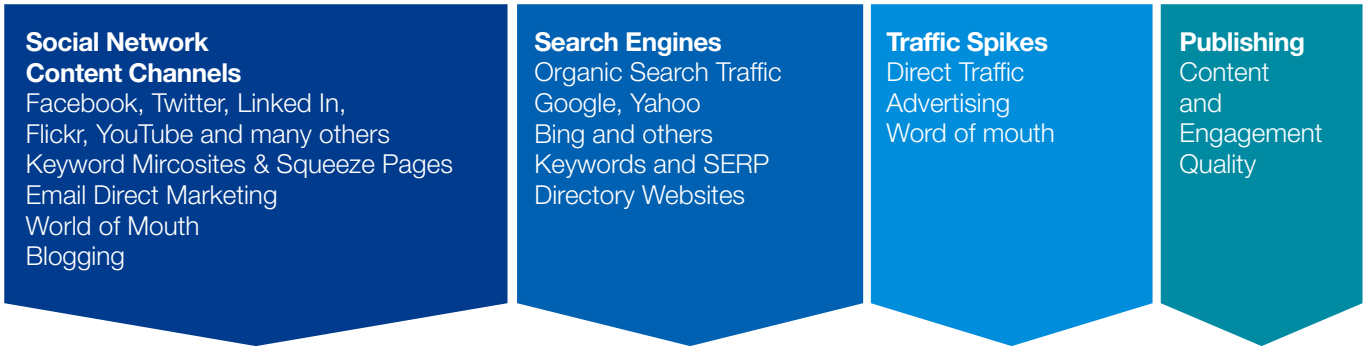


## Procure



## Engage



## Convert



## Refine



## Procure Traffic

Social Network and Content Channels

Search Engines

Direct Traffic Spikes

Publishing

Traffic sources (above) vary in quantity. Online networks – more than ever – are becoming the order in which quality user sentiment is measured, and organic traffic and marketing results achieved. A shift from direct traditional advertising is taking place as the market becomes dominated by the word-of-mouth digital equivalent, or world-of-mouth.

## Engage Users

Content Delivery

Your websites, software and communication tools

Social Networking Platforms

Content Strategy

Your online space is connected to countless advertising channels within the digital world - with opportunities to grow your own network and develop your own unique communication channel. Blogs, email direct marketing, RSS feeds, Twitter, Facebook and other social networking platforms are dominating brand communication. Companies that successfully define themselves in the evolving digital space will be the ones whose online communication is transparent and thus trustworthy; these companies will be first to grow loyalty online, reaping real-world results.

## Convert Users

Membership and Loyalty

Conversions and Results

There are two essential components for brands to grow and maintain: membership and loyalty. Building on this, conversions/results are the goals. Key performance indicators aligned with sharp digital strategy will increase membership and loyalty with the flow on effect of real-world results (e.g. increased sales). Businesses that recruit a results-focused digital agency will benefit significantly from sharing knowledge about existing and emerging opportunities and capitalising on these.

## Refine Strategy

Measurement and Analysis

Strategy Refinement

Content Channel Partners

Traditional advertising is endangered. In the digital space, everything can be measured, analysed and refined. Thus providing a feedback loop, which in turn enables significant growth and facilitates other improvements. Switched-on companies are turning their attention to digital; developing their own online armies of loyal clients and customers, with whom they can communicate immediately and efficiently.