



# Digital Framework

Understanding & Utilising the Right Channels

WE WANT TO DO DIGITAL  
MARKETING FOR OUR BRAND.

WHAT CAN YOU DO?

A close-up photograph of a person's hand pointing at a screen. The person is wearing a white button-down shirt. The background is blurred, focusing on the hand and the text overlay.

**If you hear this**

**RUN**



# Digital Marketing

Is not a stand alone strategy. Just like Advertising & PR, it needs to align to the business strategy

Choosing what to do in digital as a primary step is similar to

asking for holiday list on your first day at a new job.



# So what is digital marketing all about?

Solving the business challenge being faced, in a cost effective and measurable manner.

# Business Challenges

Major Focus of Business



## DIRECT ROI

- NEW CUSTOMER
- NEW MARKET
- NEW CUSTOMER
- NEW PRODUCT



## INDIRECT ROI

- PROCESS IMPROVEMENT
- COST REDUCTION
- CUSTOMER RETENTION
- CUSTOMER EXPERIENCE

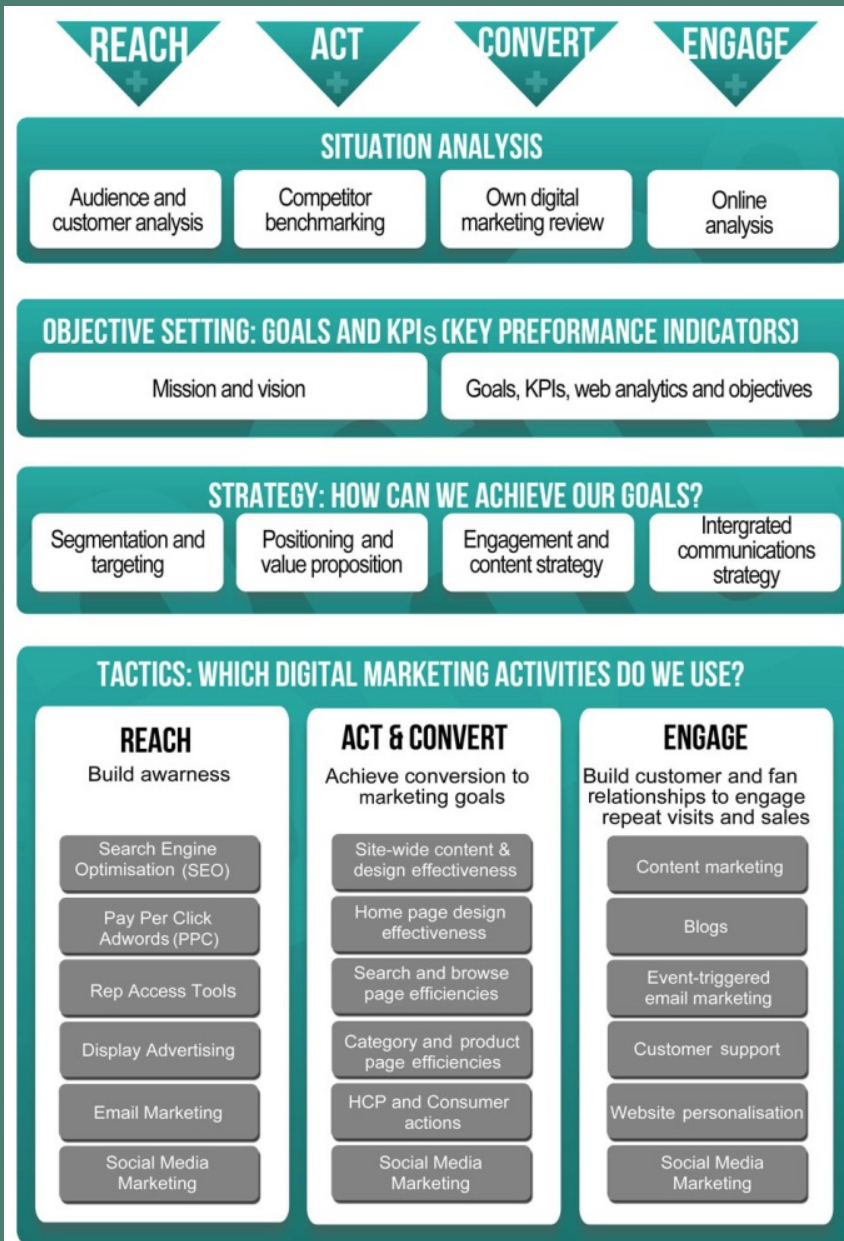


# Versatility of digital enablers

Adoption in to every aspect of business



RACE AHEAD

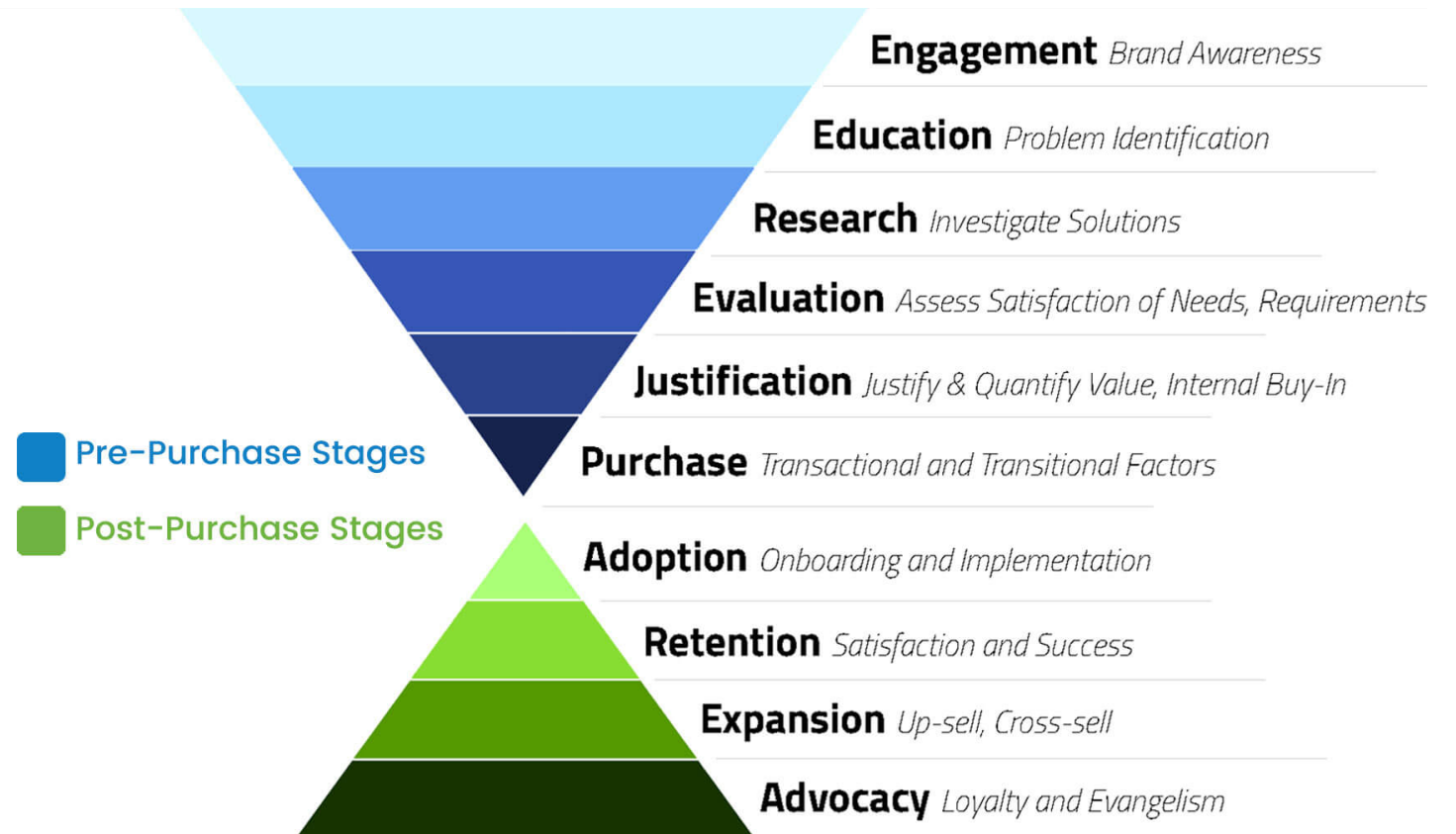


Irrespective to product type, the process remains the same - RACE

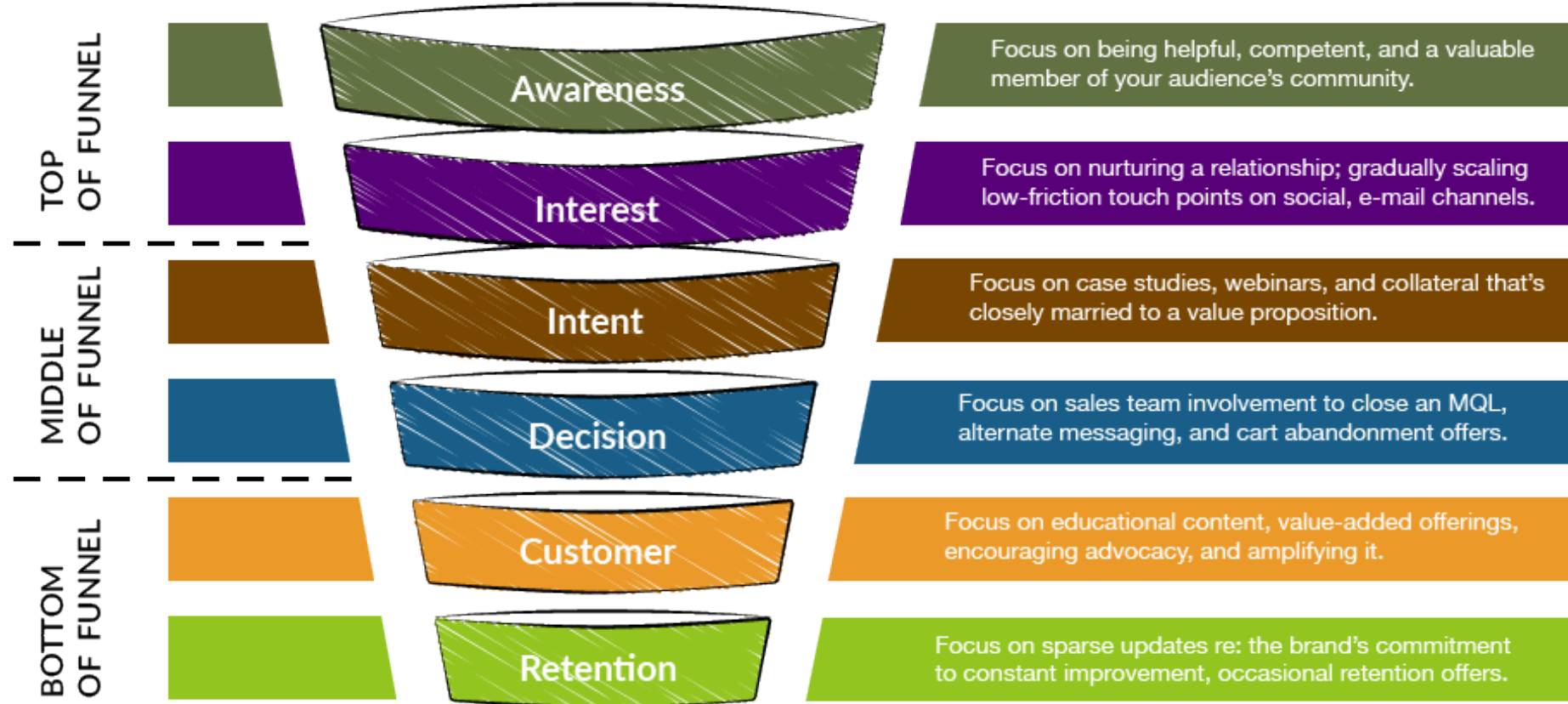


# Funnel Down Funnel Up

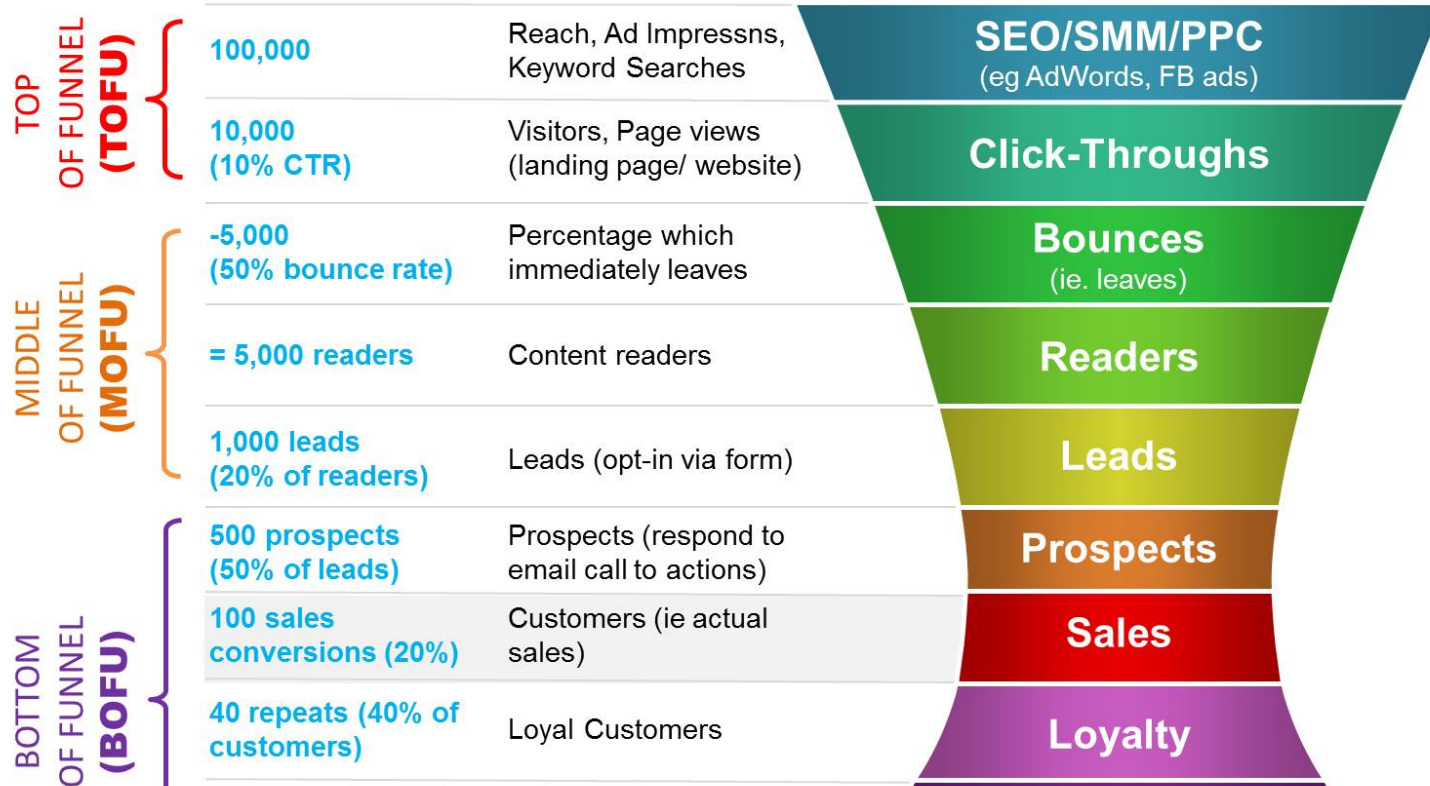
How the customer moves in digital cycle



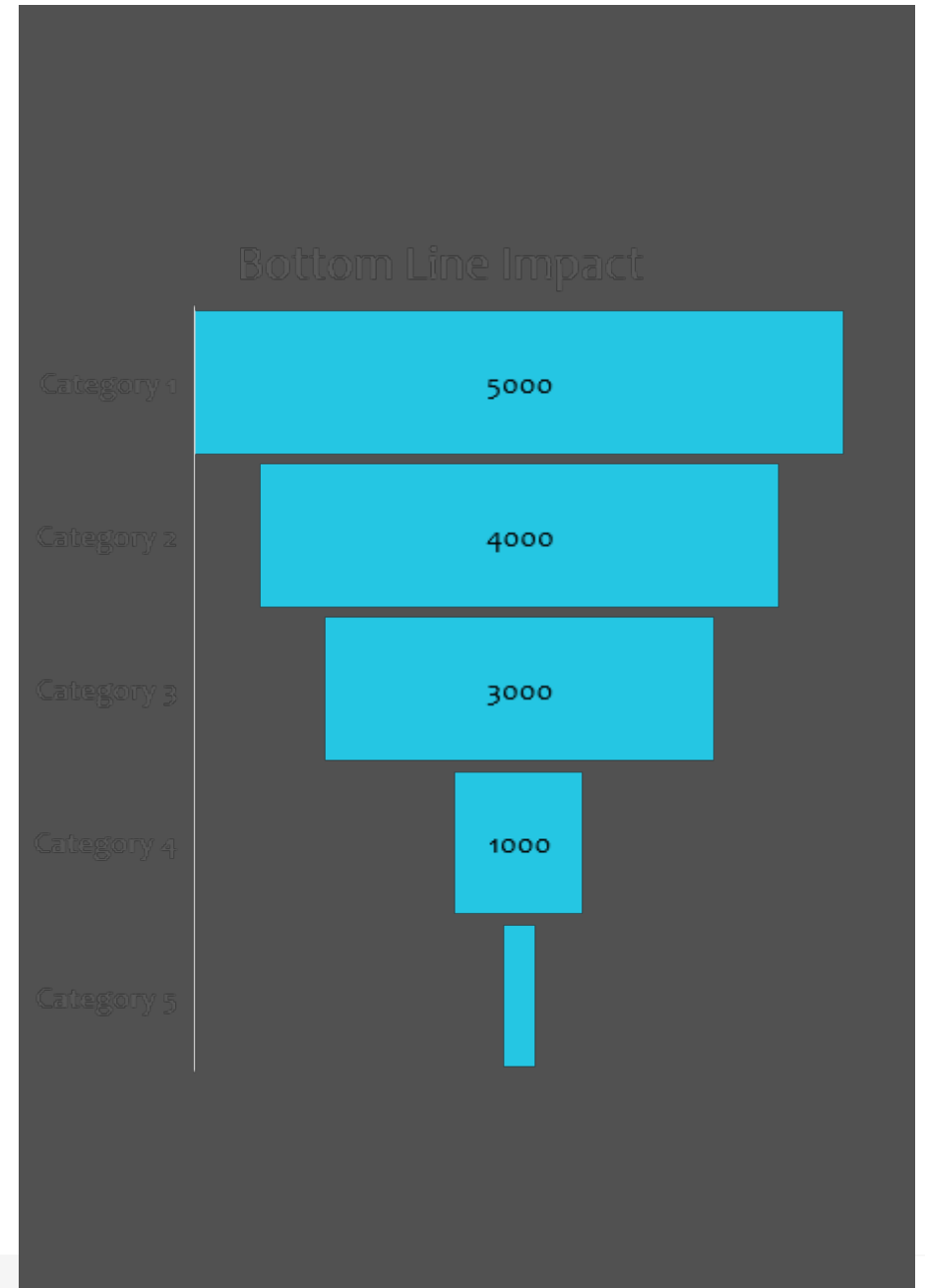
# PHASE OBJECTIVE



# Digital Marketing Funnel (Analytics)



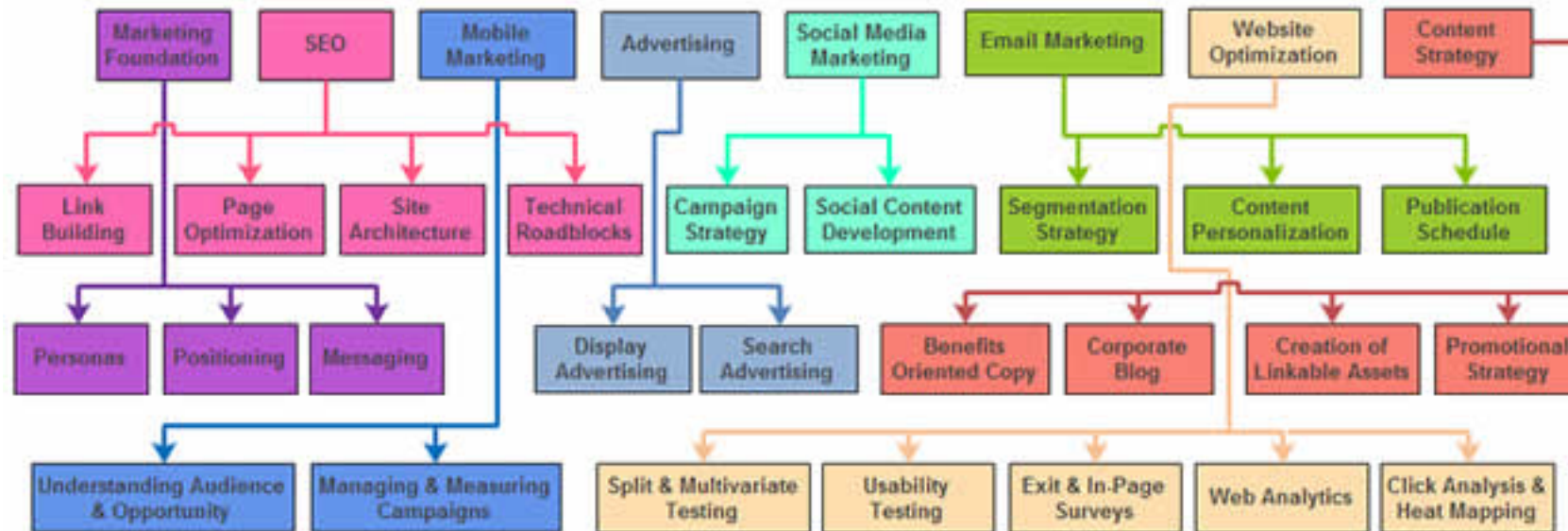
## Conversion Cycle



# Complete Digital Universe

Aligned to business goals

## A Comprehensive Digital Marketing Strategy



# Automation

Making life easier





# Thank You.

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