

Digital Strategies

Top 5 Take Aways: Action Steps

1. Google Analytics code - place on website
2. Avatars (your digital customer persona) CREATE 3 unique avatars
3. The moment you enter the digital space BE ON BRAND. Update/Create your LinkedIn profile
4. Maintain a single focus related to your avatar. Stay on laser target with the Pain Point of your digital customer. NOT what you think, NOT what your investors think what it truly is.
5. Be agile. Be open to testing, evaluating, be ready to respond to new platforms, strategies and opportunities.