

# DIGITAL MARKETING OPERATIONS EFFECTIVENESS

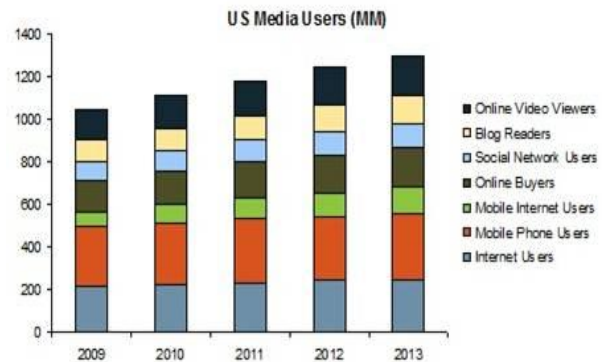
Satori Consulting builds the support services, tools, and organization that marketers need to develop winning digital propositions.

## THE SITUATION

The rapid evolution of digital media is at the forefront of every marketer's mind. An area of growth and innovation, digital presents significant opportunities for businesses to obtain real competitive advantage and material results.

### Factors that are influencing the current state of digital include:

- More and more consumers accessing digital media from their homes, at work, or on the move
- New and more robust channels and digital touch points available to consumers
- Increasingly integrated communications technologies, which are providing greater access to digital media
- Better interactive technologies, which allow for a two-way conversation between companies and consumers
- More opportunities for consumers to define and design their individual brand experiences and relationships



### Digital is not just another channel to market. It presents unique challenges, opportunities and risks:

- The trend in digital is for campaigns to be “always on”: content needs to be continually refreshed, and vigilance is required to protect the brand
- The nature of the relationship with agencies is changing: the media buyer's value is diminishing, and creative and production processes are being desegregated
- Data collection and analysis have to be effective and compliant to be put to pragmatic use
- Marketers must be able to rapidly evaluate and adopt new and changing techniques and technologies
- A two-way relationship with the consumer presents legal pitfalls – for instance, what should or should not be added to social networking sites?
- The risk of cyber attacks needs to be countered with robust operational standards and compliance

## DO YOUR MARKETERS HAVE THE SUPPORT THEY NEED TO SUCCEED IN DIGITAL?

Satori orchestrates an effective response to the four key areas of support:

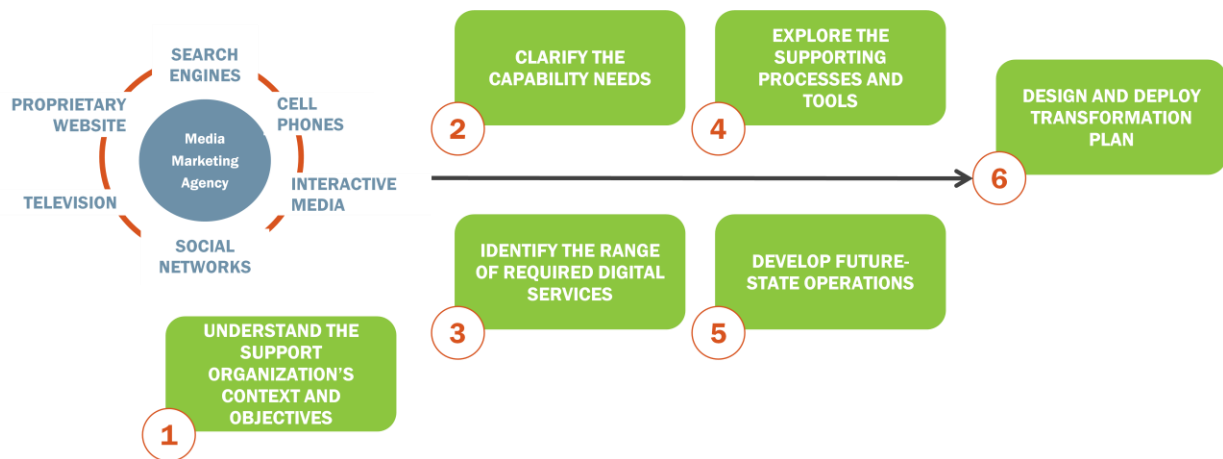
Delivery	Advisory	Agency & Vendor Mgmt	Platforms & Infrastructure
<p>What web based hosting standards are in place; how are they managed and enforced?</p> <p>Is your customer data secure?</p> <p>Are your campaigns well coordinated?</p> <p>Do stakeholders collaborate effectively?</p> <p>What risk mitigation plans are in place?</p>	<p>How do you stay current in digital?</p> <p>Are your marketers able to quickly adopt leading edge digital campaign design and management techniques?</p> <p>What is your approach to keeping campaign assets “always-on”?</p> <p>Do you know which data to collect and what it is describing?</p>	<p>Do you have the correct mix and quantity of agencies?</p> <p>Are you able to understand and control what your agencies are doing?</p> <p>Do you feel confident about how agencies are measuring digital marketing's ROI?</p> <p>Are the Media, Creative and Production roles optimally assigned?</p>	<p>Do you have the right applications and tools to deliver against your digital marketing plans?</p> <p>How are you capturing and sharing key knowledge and lessons learned?</p> <p>Are tools in place to leverage the benefits of creative templates and digital assets?</p>

## THE SATORI SOLUTION

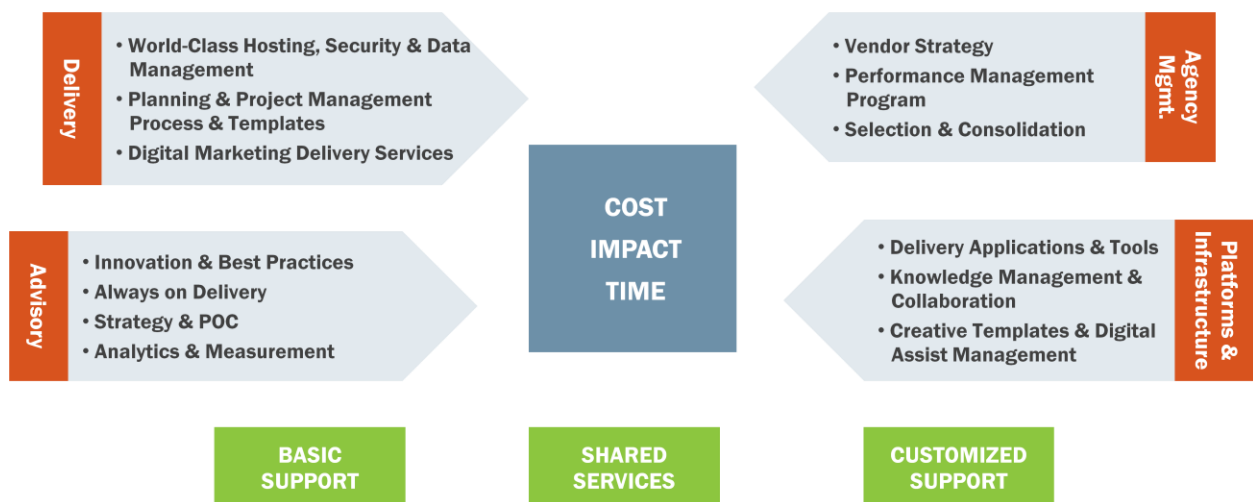
Our consultants begin each engagement by setting forth a series of objectives. We strive to:

- **Provide technology, project management, privacy and security expertise** - Deploy experience, resources, methods, and procedures to meet digital marketing needs
- **Act as a trusted, independent advisor** - Provide advice and support critical decision-making with fact-based recommendations
- **Help with agency and supplier management** - Assist in the selection, management and support of digital marketing agencies and vendors
- **Provide enabling tools and services** - Develop, implement and manage digital marketing tools and services to support marketing initiatives

Satori uses a step-by-step approach to build digital marketing operations for global organizations.



Satori consultants deliver results that enable digital marketers to optimize return on investment. Our solutions match expectations and provide the right level of support.



At Satori Consulting, our mission is simple: to work side-by-side with clients to discover opportunities and solve problems. We strive to provide both comprehensive and expert service, mindful of every client's unique needs. Our team of highly-skilled management consultants brings a wealth of industry and functional experience to provide wide-ranging services in project and program management, risk management, change management, organizational effectiveness, strategy and advisory, business process engineering, performance management, and infrastructure and technology.



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