

WE SOLVE REAL PROBLEMS

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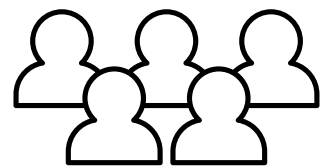
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DIGITAL MARKETING STRATEGY

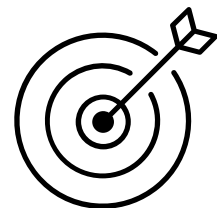
PLANNING TEMPLATE

Begin planning your marketing strategy using the RACE Framework

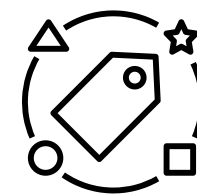
This template will give you a good starting point. To fully implement your plan we will highlight specific Whizzystack Resources to support action across all the essential activities.



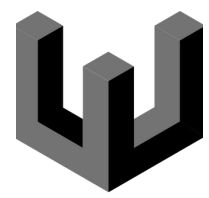
Reach audience



Increase sales



Develop brand identity



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Digital strategy for omnichannel marketing success

With customers choosing brands whose messaging, marketing and values go beyond the product, the need to rapidly transform your marketing efforts digitally, is critical to ongoing engagement and success.

Challenges to implement a fully integrated marketing approach

- Increasing complexity in customer expectations of value.
- Increasing expectation of a brand value which is more than quality products and competitive pricing.
- Increasing opportunities in both B2B and B2C environments and ease of catering to customer needs with Emerging technologies
- Requirement of consistent engagement initiatives over time.
- Need to remain relevant and adaptability to shifts in consumer and channel preferences.
- Need for targeted audience research to reveal the customers, their behaviour and their preference of platforms to transact.
- Need for a Digital Marketing Strategy with Integrated marketing automation for consistent and reliable growth



SIX PILLARS OF EFFECTIVE DIGITAL MARKETING

Planning & Governance

- Strategic initiatives
- Marketing integration
- Digital transformation
- Business and revenue models
- Budgets and ROI
- Systems, structures and processes
- Resources and skills
- Marketing technology

Goals & Measurement

- Forecasts
- Digital KPIs
- Digital dashboards
- Customer profiles
- Attribution

Experience

- Website customer journeys
- Landing pages
- Multichannel path to purchase
- Conversion Rate Optimization
Personalization

Media

- Paid media
- Owned media
- Earned media
- Offline/online integration
- Always-on and campaign investment

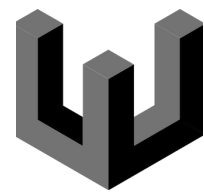
Conversational Messaging

- Email marketing
- Mobile messaging
- Human-assisted chat
- Automation and CRM

Content

- Content marketing strategy
- Top-of-funnel (TOFU)
- Middle-of-funnel (MOFU)
- Bottom-of-funnel (BOFU)





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Digital Strategy Development Framework



Buyer Stage

EXPLORATION

Invest in always-on and campaign activity including organic and paid search, social media, PR, display and influencer marketing

DECISION MAKING

Use clear persona customer journeys and a content hub that is relevant, inspirational, useful and creates leads

PURCHASE

Persuasion marketing using CRO, marketing automation & retargeting for contextual relevance, brand trust and value drives conversion

DECISION MAKING

Use clear persona customer journeys and a content hub that is relevant, inspirational, useful and creates leads

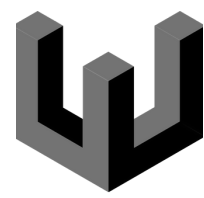
Key Measure

Audience volume
Audience quality
Audience value and cost

Leads conversion rate
Time on site
Subscribers, Likes, Shares

Sales Influence
Revenue/Profit
Conversion & Order Value

Repeat Purchase
Brand satisfaction
Loyalty Advocacy



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Plan **Define your strategy**

01 **key performance measure**

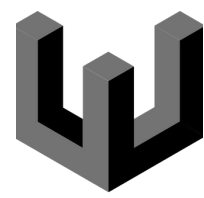
- Situation review (current output)
- Set goals and objectives
- Define prioritized strategy

02 **Success factors & deliverables**

- Quantified opportunities based on benchmarking competitor activity
- Clearly defined goals and objectives.
- Data-driven process through customized analytics and KPIs
- A defined Digital Marketing strategy.
- Defined customer personas and online value propositions

03 **Action Points**

- Identify your current digital marketing activities.
- Carry out SWOT Analysis (Strengths, Weaknesses, Opportunities and Threats)
- Outline SMART goals and objectives (Specific, Measurable, Attainable, Relevant and Timely)
- Understand your Prospects (their needs, wants and expectations)



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REACH

Grow your audience

01 Key performance measure

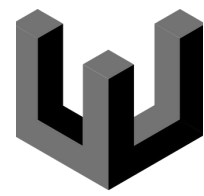
- Audience volume
- Audience quality
- Audience value and cost

02 Action Points

- Keyword research to find areas of strength and opportunity – both paid and organic.
- Define key brand messages, focussing on growing audience awareness, familiarity and purchase intent.
- Segments and goals creation in Google Analytics.

03 Success factors & deliverables

- A clear picture about collectively performance of your digital media channels.
- Standard campaign tracking and attribution for reviewing performance.
- A gap analysis for target keywords based on consumer search for organic and paid search.
- Social media campaign plan to promote the right content to the right people.
- Working with relevant influencers
- A paid and display media budget and schedule to reach your audience



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ACT

Prompt interactions, subscribers and leads

01 Key performance measure

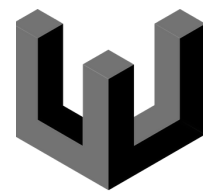
- Leads
- Dwell time
- Shares/comments/likes

02 Action Points

- Review existing landing pages qualitatively and quantitatively (analytics and user benefit)
- Decide which customer actions make them a valuable lead.
- Identify key 'moments' to encourage signups.

03 Success factors & deliverables

- Identified website improvements to make customer journeys more efficient.
- Optimized landing pages and content hub to maximize conversion to lead.
- Defined lead scoring based on customer personas, business' relevance and buying intent.
- A budgeted content marketing strategy to support acquisition.
- An editorial calendar and campaign plans.



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CONVERT

Achieve sales online or offline

01 Key performance measure

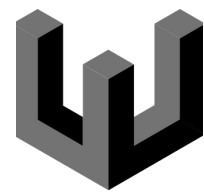
- Sales (on and offline -influence)
- Revenue/profit
- Average order value

02 Action Points

- Identify conversion funnels and paths to purchase.
- Match level of personalization with your current resource.
- Establish clear communication between marketing and development teams.

03 Success factors & deliverables

- A plan to implement personalization elements to your site based on customer behaviour
- A website that is fully optimized for mobile browsing
- A multichannel marketing plan that lets customers reach you through different 'conversation marketing' options such as email, LiveChat, and product demos
- A list of key pages to be optimized through AB testing



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ENGAGE

Encourage repeat business

01 Key performance measure

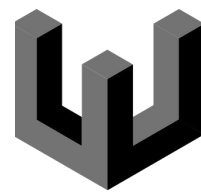
- Repeat purchase (lifetime value)
- Satisfaction and loyalty
- Advocacy

02 Action Points

- Outline onboarding process through email and online messaging.
- Establish multi-channel customer servicing
- Identify post-sale customer data for areasto use in remarketing communications

03 Success factors & deliverables

- A welcome sequence for onboarding new customers
- A list of website elements that promote customer engagement and loyalty
- A refined customer service process to deal with queries through multiple channels
- Email marketing campaigns to keep customers interacting with your site and your products.
- A social media plan to amplifies the human element behind your existing clients.



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Common business challenges

“We can’t keep up with our competitors.”

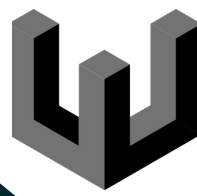
We update ourselves to ensure implementation of latest methods and strategies before your competitors. We are your trusted companion to keep you ahead of competition.

“We don’t have an integrated marketing strategy”

We use structured approach using our multichannel marketing system. The end result is a clear, defined strategy with clear KPIs allowing to control spending and measure return on investment.

“My team lacks the skills to make this a success.”

Digital marketing is complex, and using the latest methods can be difficult. Being your extended Digital Marketing team we monitor progress, discover, and fill skills gaps and see improvement over time.



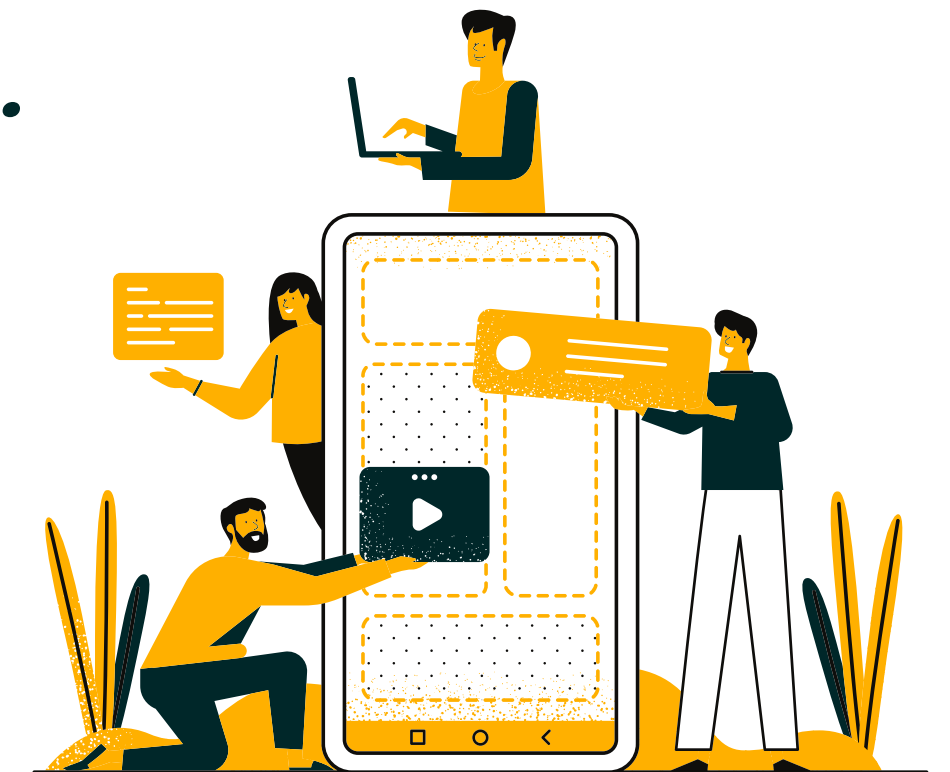
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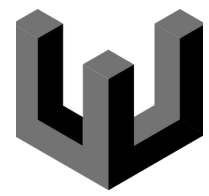
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Five reasons you need Business membership

- 01** We'll help you *GROW* your brand, your business and your market
- 02** We'll help you *PLAN* more effectively and efficiently
- 03** We'll show you how to *TAKE CONTROL*.
- 04** We'll save you precious *TIME*.
- 05** We'll save you *MONEY*





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Contact Us.

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"Nice job! We are totally in sync! The process has been awesome, Subodh and the team are super on top of everything and extremely organized! We are really impressed with the design and communication from everyone."

MARY CATHERINE MERZLAK

Brawner & Company

Wanted to shoot over a quick note to thank all of you for the unbelievable page you were able to build in under 72 hours. I would have expected something this high quality to take weeks amazed at what you guys could do on such short notice. Bravo. Can't wait until the next project when we see what's possible with more time... Keep up the great work.

DAN Brawner

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