

Analytics-Driven Digital Strategy





Innovation in Technology Consulting





InoviteC Services

Consulting	
1	IT Consulting
2	Management Consulting
3	Digital Consulting
4	Business Improvement
5	Project Management
Link	Consulting Flyer (PDF)

Digitalization	
6	Digital Strategy & Analytics
7	Digital Marketing & SEO
8	Digital Web Design
9	Digital R & D
10	Digital Security & Privacy
Link	Digitalization Flyer (PDF)

CyberSecurity	
11	Web Servers (Debian)
12	Laptop & Notebook
13	Desktop & Workstation
14	Network & Internet
15	Smart devices (IoT)
Link	OptimIT Flyer (PDF)

Training	
16	Digitalization Training
17	Business IT Training
18	1-2-1 IT Training
Link	Training Flyer (TBC)

Link	Ovidiu's CV
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We deliver end-2-end Digital Excellence

AIMING FOR DIGITAL MARKETING EXCELLENCE

Take your digital marketing to the next level with our capability assessment. Use our visual checklist to audit how well your business or clients are exploiting their digital marketing and then plan how to take it to the next level.



Digital Capability	ONE. Initial	TWO. Managed	THREE. Defined	FOUR. Quantified	FIVE. Optimized
A. Strategic Approach	No strategy	Prioritised marketing activities	Defined vision and strategy	Business-aligned strategy and roadmap	Agile strategic approach
B. Performance Improvement Process	No KPIs	Volume-based KPIs	Quality-based KPIs 'Last click' attribution	Value-based KPIs Weighted attribution	Lifetime-value KPIs
C. Management Buy-in	Limited	Verbal support, but inadequate resourcing	Sponsorship and increased investment	Active championing and appropriate investment	Integral part of strategy development
D. Resourcing and Structure	No specific skills	Core skills centralised or agencies	Centralised hub and spoke Dedicated resources	Decentralisation and reskilling	Balanced blend of marketing skills
E. Data and Infrastructure	Limited / no customer database	Separate data, tools and IT services	Partially integrated systems and data	Integrated systems and 360° data sources	Flexible approach to optimize resources
F. Integrated Customer Communications	Not integrated	Core push activities synchronised	Integrated inbound approach	Integrated, Personalised, Paid-Owned-Earned media	Media optimized for ROI and to maximize CLV
G. Integrated Customer Experience	Website not integrated	Desktop and mobile support, not personalized	Partially personalized desktop and mobile experience	Integrated, Personalized web, mobile, email and social media	Full contextual personalized experiences and recommendations
	"Laggard"	"Developing capability"	"Competent average capability"	"Above-sector average capability"	"Market leading capability"





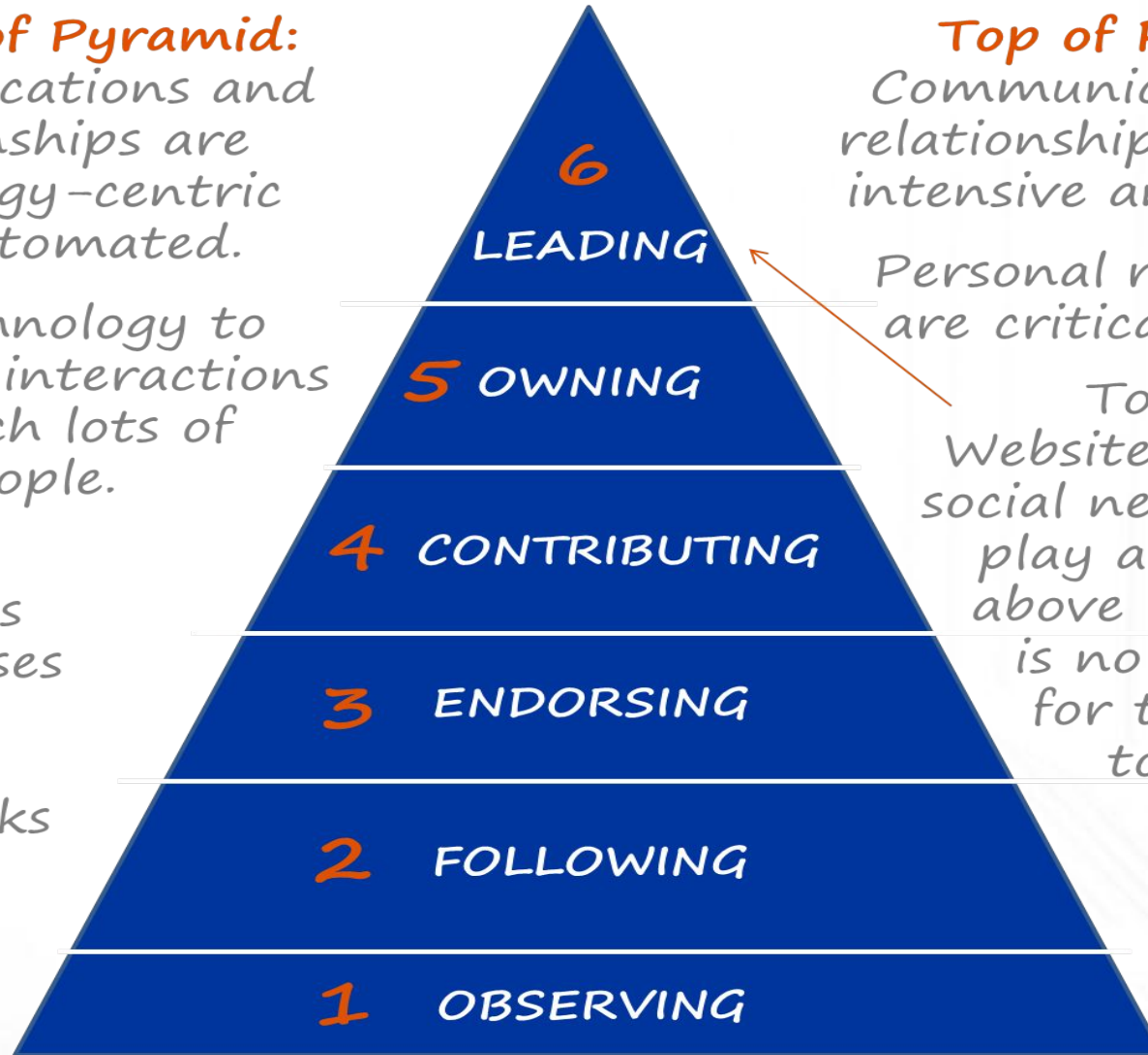
Step 1: Focus on the customer

Bottom of Pyramid:
Communications and relationships are technology-centric and automated.

Use technology to automate interactions to reach lots of people.

Tools:

- Websites
- Databases
- Email
- Social networks



Top of Pyramid:
Communications and relationships are labor-intensive and personal.

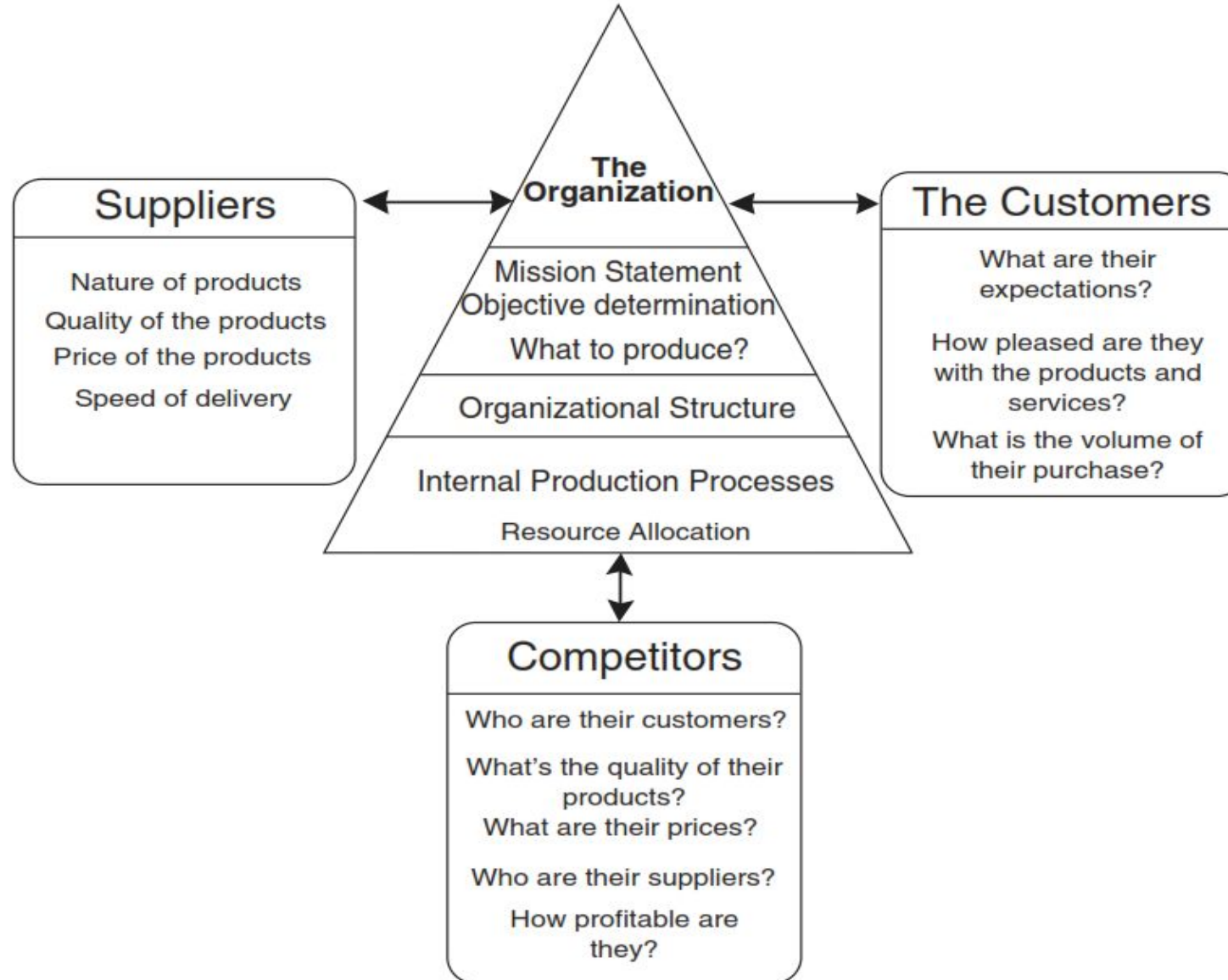
Personal relationships are critical to success.

Tools:

Websites, email, social networks still play a role, but above level three is no substitute for the human touch.



Step 2: Focus on The Business...using B.I.





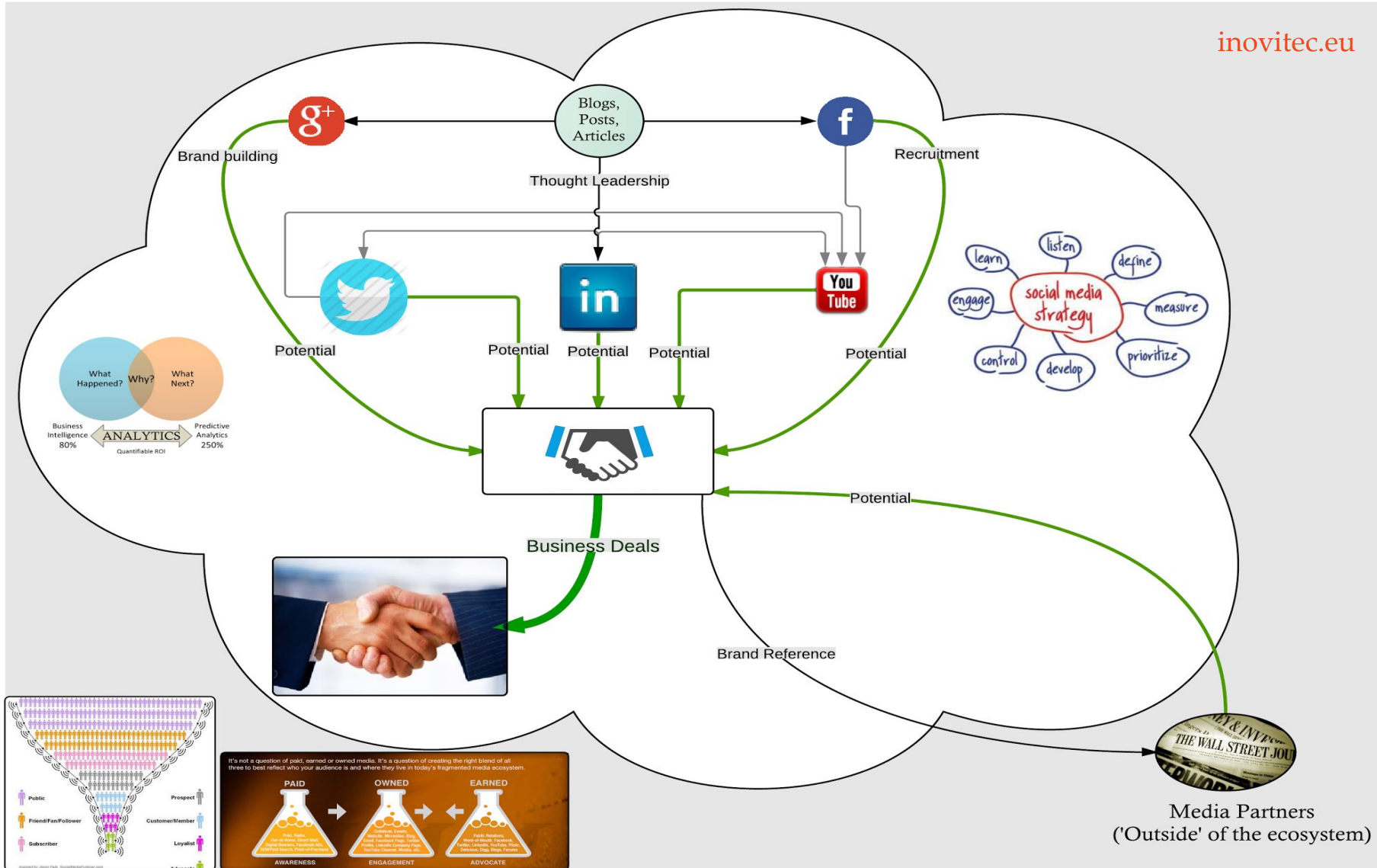
Step 3: Act on Quick Wins

- Define your Strategic Vision requirements (V.M.O.S.A. : Vision, Mission, Objectives, Strategy and Action plans).
- Define your strategic business objectives around Customer Engagement.
- Start interacting on Digital platforms and start strategic Digital listening.
- Assess your current utilisation of Google Analytics on your website and identify quick wins for added insights
 - Find out how users find your site (keywords, links, referral sites)
 - Find out where in the navigation process are potential customers dropping out
 - Find what is the most common navigation pattern leading to conversions
- Understand the breakdown of devices accessing your online channels and use to inform business decisions.
- Harvest the data gathered from your offline channel i.e. purchase behaviour, patterns, preferences, geolocation.
- Analyse and merge your *online* and *offline data*. Align the insight with your business goals.
- Create your Digital Ecosystem.
- Enjoy a whole new level of operational effectiveness in a Digital world!



Your Digital Ecosystem

inovitec.eu



How to guide digital traffic for mutual benefit





Digital Analytics - Process Overview

PHASE 1

Measure

Data Strategy

KPI Framework

Vendor Selection

Tool Implementation & Configuration

Data Modelling & Integration

PHASE 2

Report

Campaign Tracking

Social Listening

Custom Reports & Dashboards

Target & Benchmark setting

User Training

PHASE 3

Analyse

Insights & Recommendations

Campaign Attribution Modelling

Cross-Platform Analysis

Customer Segmentation

Statistical Analysis & Data mining

PHASE 4

Optimise

Design, deploy, test and learn process.

Content Targeting

Landing page & Funnel Conversion

Media-mix optimisation

Social content optimisation



Why use Analytics?

Question/Learning

- What content on your website is the most important or engaging and delivers the most business value?
- What additional insights could you gain from understanding your customers online behaviour?

Why?

- **Understanding customer behaviours/needs is vital to success**
 - 1/3 of Gen Y say that the internet is as important to them as water, food & air.
- Tailored customer service is crucial- those that don't deliver on customer service are likely to be punished as 91% of consumers are likely to tell others about their experience and almost 3 out of 10 (29%) are also likely to post bad experiences online.
- Today the focus has moved towards the importance of analytics and how to best manage both online and offline data i.e. Big Data.
 - i.e. Dublin is one of Europe's densest clusters of data centres for big data and Cloud infrastructure, with up to 30 in operation around the city and more are under construction by Microsoft, Google, Amazon etc (by siliconrepublic.com)

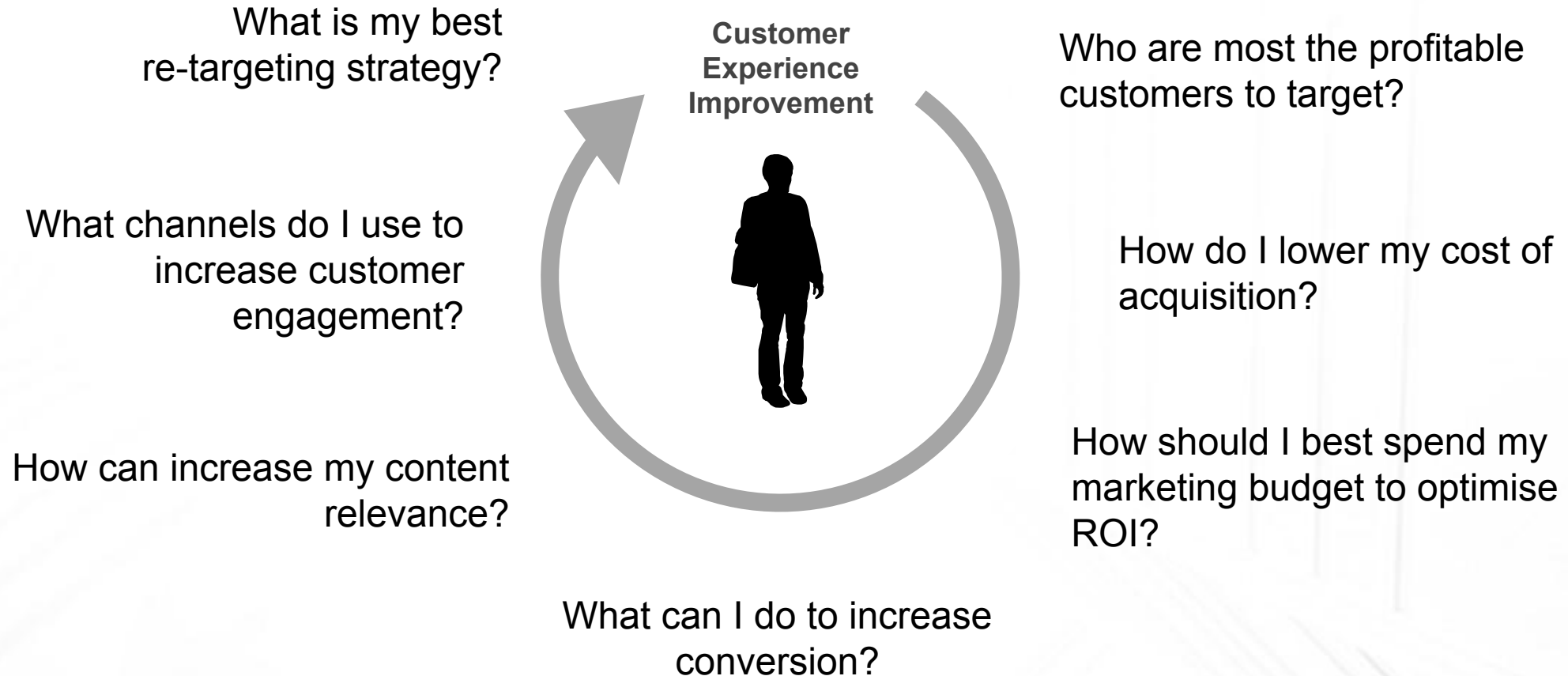
How?

- For example, following the implementation of an Analytics-Driven Digital Strategy, companies reported increases in net profit of 20 percent within 6 months.
- You can use Google Analytics custom reports in conjunction with your offline customer data to gain valuable new insights into your customers
 - i.e. Content efficiency analysis: What content is the most engaging with your customers and delivers the most business value?
 - Links & Keywords performance: How much revenue a source link/website or keyword is bringing you?

Case study

- Thanks to insights from Analytics, Amari revamped their landing pages and saw a 44% increase in booking rates within a month.

Digital Analytics - Optimise your customer experience...





Digital Analytics ... across all touch-points

What is my best re-targeting strategy?

Marketing

Who are most the profitable customers to target?

What channels do I use to increase customer engagement?



How do I lower my cost of acquisition?

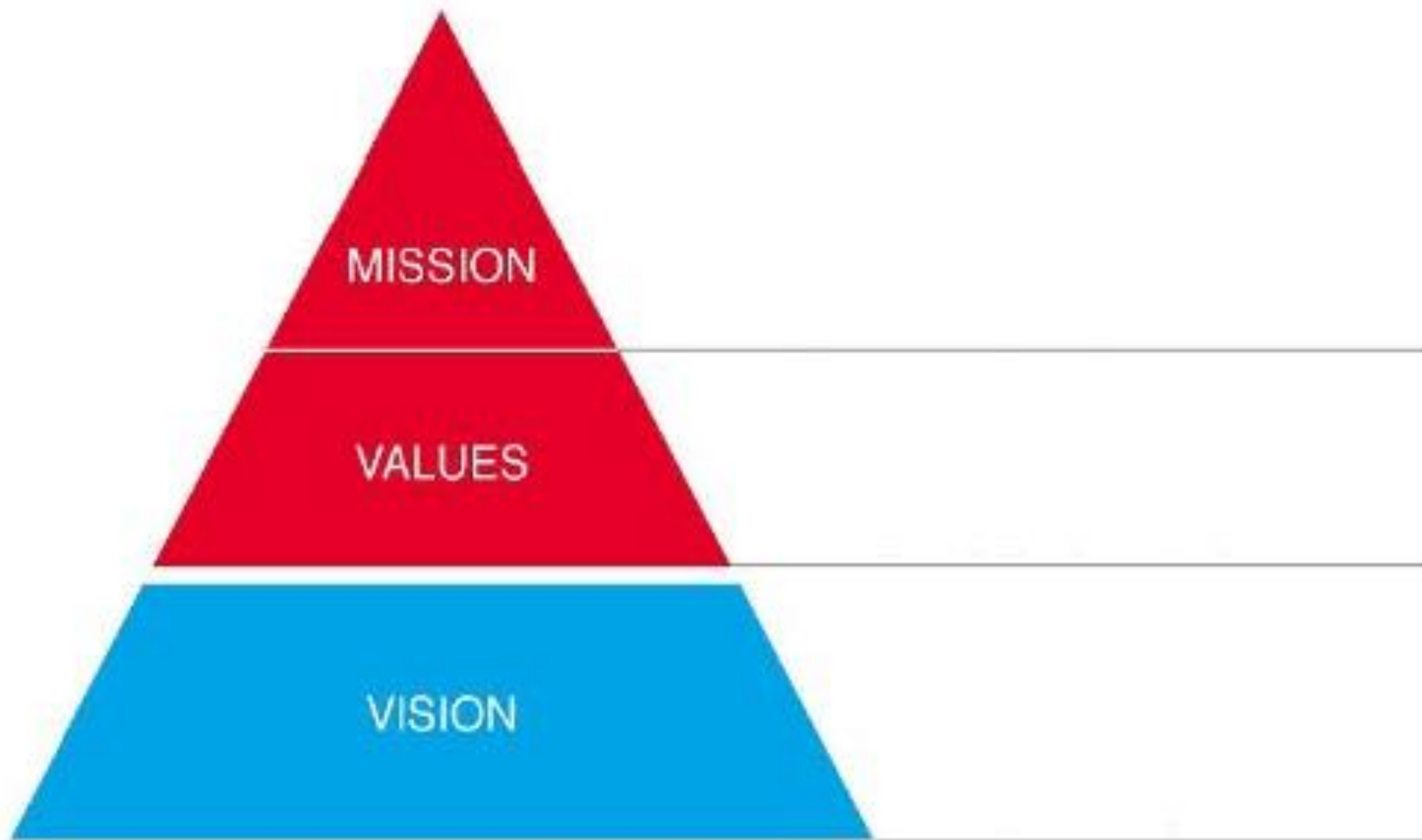
How can increase my content relevance?

How should I best spend my marketing budget to optimise ROI?

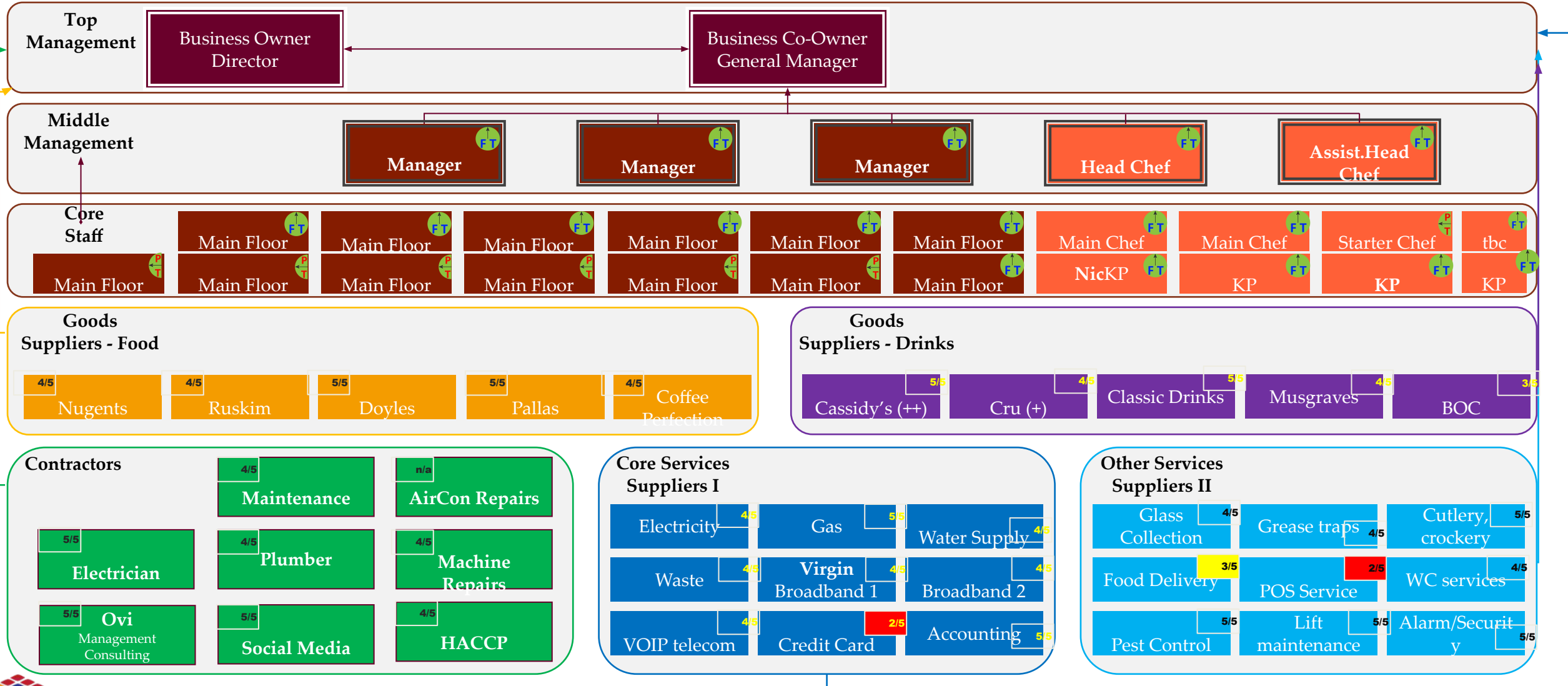
What can I do to increase conversion?



Your VMOSA - Vision & Mission *[exercise]*



Your People – Organisational Chart [example]





Your Services - contracts expiry dates

Core Services Suppliers I

Electricity	4/5	Signed date: Expiry date:
Waste	4/5	Signed date: Expiry date:
VOIP telecom	4/5	Signed date: Jul/Aug 2018 Expiry date:
Gas	5/5	Signed date: Expiry date:
Broadband 1	4/5	Signed date: : Jul/Aug 2018 Expiry date:
Credit Card	2/5	Signed date: Jul/2018 Expiry date:
Water Supply	4/5	Signed date: Expiry date:
Broadband 2	4/5	Signed date: Jul/2018 Expiry date:
Accounting	5/5	Signed date: Expiry date:

Other Services Suppliers II

Glass Collection	4/5	Signed date: Expiry date:
Food Delivery	3/5	Signed date: Expiry date:
Pest Control	5/5	Signed date: Expiry date:
Grease traps	4/5	Signed date: Expiry date:
POS Service	2/5	Signed date: Expiry date:
Lift maintenance	5/5	Signed date: Expiry date:
Cutlery, crockery	5/5	Signed date: Expiry date:
WC services	4/5	Signed date: Expiry date:
Alarm/Security	5/5	Signed date: Expiry date:



VMOSA - Your Brand Motto *[example]*

- *“One cannot think well, love well, sleep well, if one has not dined well.”*

Virginia Woolf



VMOSA - Your Vision statement *[example]*

To be known:

- -as the best place in Dublin for Asian cuisine
- -for quality cocktails and beverages that complement our food
- -for warm, friendly and professional service, delivered in a prompt and consistent fashion
- -for offering a welcoming environment and pleasant ambiance
- -for valuing customer loyalty.



VMOSA - Your Mission statement *[example]*

- To cordially provide our customers with impeccable service and outstanding food and beverages.
- To serve all of our customers with warmth, grace and professionalism
- To deliver high quality food that is tasty, healthy and nutritious
- To give our customers a memorable and enjoyable experience.
- To thank all of our customers at least once for their business during their visit
- To greet or acknowledge every customer who comes through our door within 15 seconds.
- To provide all who work with us the tools to do their best in a professional, collaborative, safe and rewarding environment.



VMOSA - Your Business Objectives *[example]*

- To have the most popular and most acclaimed and busiest Thai/Asian restaurant in Dublin
- Management Leadership through strategy and policy
- Operational Processes Optimization
- One person to consistently train all the staff to the required standard of knowledge and service, so that they become brand ambassadors for RTG
- To use the cumulative knowledge of the owners, staff and other relevant entities, to create an exciting and enticing restaurant brand
- To strive to create excitement around our menus- both food and drinks.



VMOSA - Your Business Objectives *[example]*

- To have highly-trained front of house staff who are able to advise and guide customers on all our menu items in a knowledgeable and friendly manner.
- To provide our customers with outstanding, healthy and nutritious food and beverages that are both tasty and visually pleasing.
- To create a warm and welcoming ambiance – through staff interaction , visual and olfactory cleanliness of the restaurant, appropriate music and pleasing decor.
- To facilitate the development and well-being of all who work with us.



VMOSA - Your Action Plans *[example]*

- Top Management to create a Training Plan to include Customer Interaction, Menu Knowledge, Team Building and Company Business Objectives.
- Restaurant Management to execute and deliver the Training Plan to RTG staff.
- Use reliable suppliers of drinks and healthy food ingredients, with an emphasis on consistent quality.
- The chefs are the main quality control on raw food ingredients coming into the kitchen, and the final quality control for cooked food leaving the kitchen.
- The waiters are responsible for the complete and correct delivery of orders to each table of customers. They must perform quality control of all orders being delivered to the customer.
- Top Management must ensure that the restaurant is maintained to the correct high standard.
- Restaurant Management must monitor and uphold the restaurant standards. If an issue is out of their scope, they need to inform top management as soon as possible.
- All RTG staff are responsible for delivering a welcoming ambiance and a positive dining experience to our customers.
- Top Management are to provide appropriate training and upskilling opportunities for all staff. All RTG management to ensure the wellbeing of all the staff.

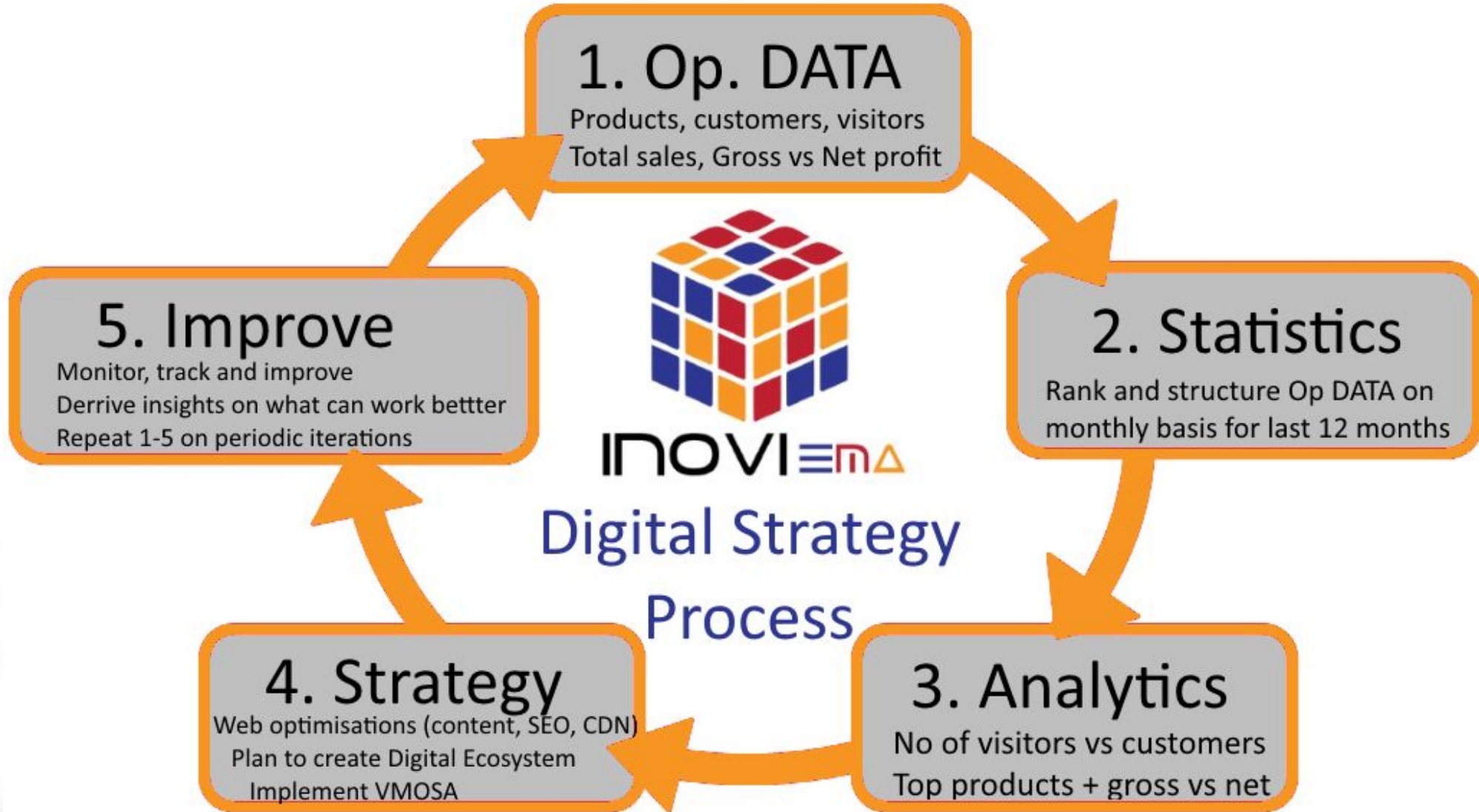


VMOSA - Your Action Checklist *[example]*

- G&D to create Training Plan checklists:
 - Customer Interaction, Menu Knowledge, Team Building and Company Business Objectives.
 - Restaurant Management to execute and deliver the Training Plan to RTG staff.
 - Health, Safety and Wellbeing.
- G to maintain the value-added ratings for all suppliers of drinks and food to ensure consistent quality.
- G to create checklists for the chefs:
 - Quality control on raw food ingredients coming into the kitchen,
 - Quality control for cooked food leaving the kitchen.
- G to create checklist for the waiters:
 - Quality control of all orders being delivered to the customer.
- G to create checklist for Restaurant Management:
 - To ensure that the restaurant is maintained to the correct high standard by Restaurant Management.

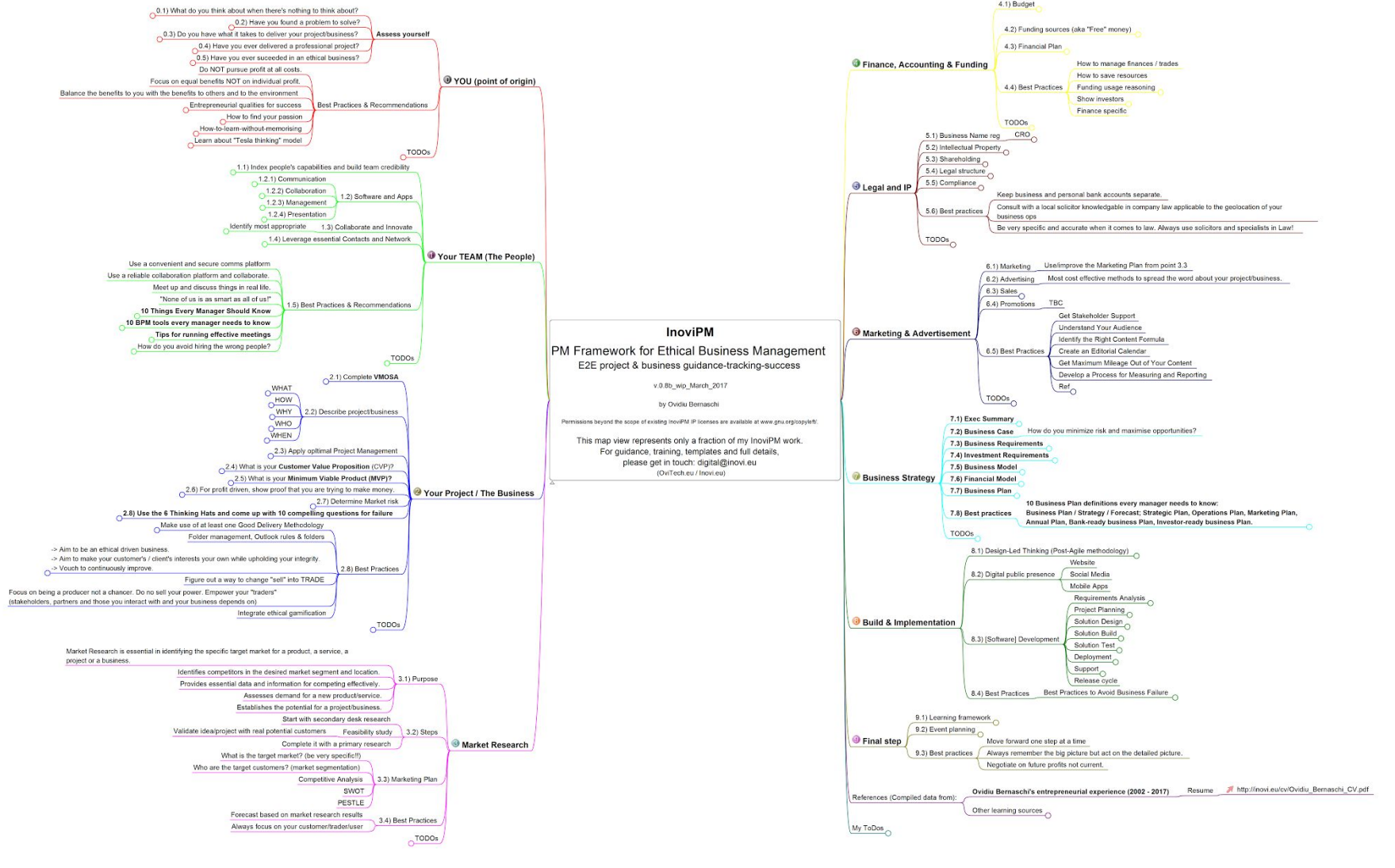


Digital Strategy through Business Intelligence





Business Management - Your next steps





Questions and Answers

- Q1
- Q2
- Q3

- A1
- A2
- A3



Looking forward to our collaboration!



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Information Systems

*Thank
you*

