



# DIGITAL STRATEGY

Women Skills Development Program  
Beacon Innovation

*Essential Steps and Assessment*



# STRATEGIC COMMUNICATION FUNDAMENTAL QUESTION

*Before Planning Communication Activities You Must Ask Yourself*

What do you want to say, to whom and  
for what purpose?

# ESSENTIAL STEPS TO ANSWER FUNDAMENTAL QUESTION

1 Who are you? (Know Yourself)

2 To Whom Do You Want to Communicate? (Know Your Target)

3 What do you want to say? How do you want to say it? (Know Your Message)

4 What do you hope to achieve by saying it? (Know Your Goal)



# KNOW YOURSELF

*Digital Marketing Self-Assessment*

# INFORMATION SOURCES TO DETERMINE ANY BRAND REPUTATION



Company  
Website

Social Media  
Pages



Product  
Review Pages

News /  
Articles



# DETERMINING YOUR RELATIVE POSITION IN THE MARKET

## Positioning Analysis

How big is the overall market of your products or services?

How's your primary market related to other markets?

Who are your competitors?

What differentiates your products and brands from those offered by your competitors?

# MEDIA PRESENCE AND VISIBILITY ANALYSIS



# DIGITAL READINESS AUDIT

## BUDGET

- How big is your marketing budget?
- What portion of it are you willing to commit to digital campaigns?

## Human Capital

- Are you in a position to work with specialized digital agencies?
- Or would you rather manage your digital campaign in-house?
- Are members of your marketing team familiar with the various digital channels and new media technologies?

## Technology

- Do you have a well-developed website?
- Is this website managed in-house or buy a web hosting company?
- How easy or difficult is it for you to update your web content?

## Data

- Have you set up web analytics tools to help monitor the traffic to your webpages?
- Do have in-house expertise in areas such as digital content creation, digital asset management, and data storage, analytics, and security.
- What kinds of data do you keep and analyze?
- Do you use a good CRM system to manage the customer and the sales lead database.



# KNOW YOURSELF – POINTS TO PONDER

Your Opinion of Your Service / Product

Who do you think you are?

People's Opinion About it

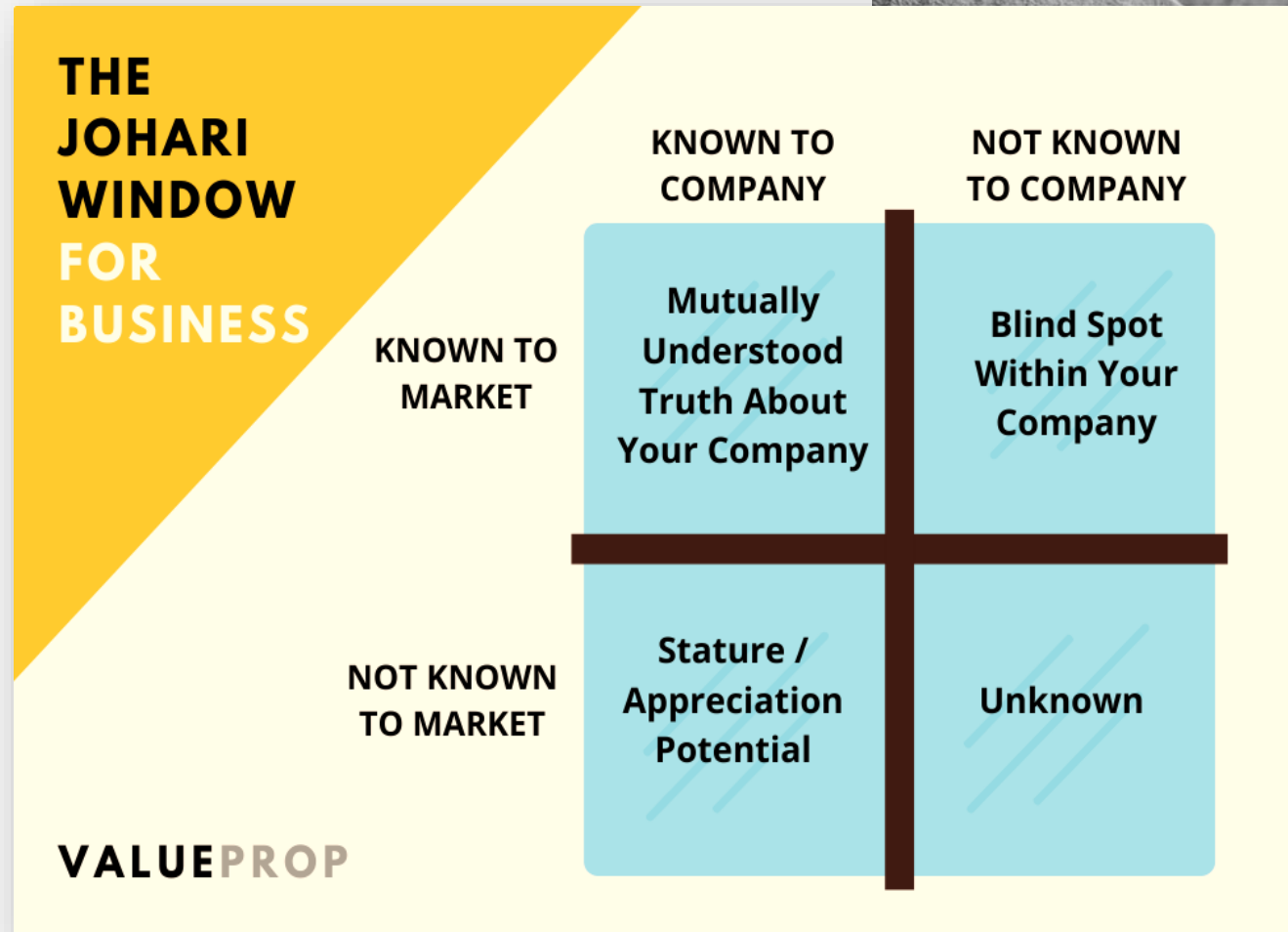
Who are you in the eyes of others?

Your Business Goals (Market Position)

Who do you want to be?

Resources (Financial, Human, Tech)

Do you have what it takes to be what you want to be?





# THANK YOU



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