

# Digital performance

ONE FUTURE™

What should digital deliver to your business? Is your site, social and SEA delivering qualified leads? Or are your marketing team doing their best in a maze of digital tools that don't seem to add up much? Review and refine your digital tools, and design a simpler system that delivers.

## INSTANT IMPACT

Stop wasting resources. Start making result driven marketing decisions.

## 1 ONE DAY

Discover the role digital marketing can perform in one day.

## TOOLS

Give your team the tools to control and influence marketing performance.

## TODAY



### Digital maze

Your site, social and CRM are out of date, not talking to each other, or simply a black hole.



### Dizzy from digital

With so many digital tools it's hard to know which is the right one for your business.



### Stagnant sales

We need to prove the value of digital to deliver qualified leads for the sales funnel.



### Measurable performance

The quality and quantity of leads are now linked to investment.



### Simple system

Your team is working with a clear digital ecosystem and process.



### New customers

You're delivering qualified leads to your sales team or your channel.

## RESULTS

## What to expect

A laser focus on aligning digital marketing activities to your business goals. Putting performance first.

1

### Lead Marketing Interview

Personal interview to clarify current business situation and goals.

2

### Discovery Day

Team workshop to capture the details of the team, processes, customers, and growth plans.

- Product/Service definition
- Position in Value Chain
- Market Dynamics
- Customer Base & Segmentation
- Customer Profiles
- Growth KPIs & plan
- Current digital ecosystem

3

### Output

Team meeting to show how digital can deliver results.

- A clean digital ecosystem & process to deliver on KPIs
- Priorities plan
- Team consensus on the role of digital marketing
- Recommendations for team competencies and vendors

## Next?

For contact details and free tools visit [onefuture.nl](https://onefuture.nl)



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