DIVISION OF

CAPABILITIES & EXPERIENCE

DWIGHT LEE
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We are an award-winning digital innovation agency that uses technology to strategically shape the way people interact with your brand.

Strategy Throughout

Account executives, project managers, strategists, and directors on a single project create bloated teams with little added value. We partner all of our clients with one senior strategists that sees the whole project through.

Business First

We recognize that technology can be a catalyst for immense business growth as long as we ask the right questions. As partners, we're here to understand where your business is going, so we can use technology to reach your next level.

Good to Great

Learn, build, launch, repeat. This cycle is at the core of everything we do and allows our team to make good products, great. This is why we always start small, stay focused on the business objectives and launch fast.
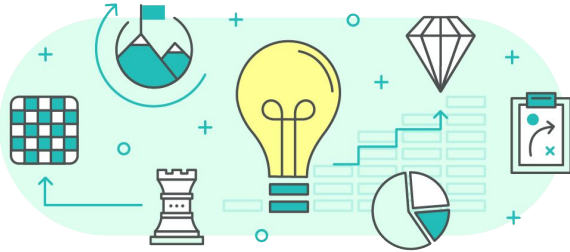
Keys to your Castle

We don't hold the keys to your castle. We build tools that give you full access to your product, making it easy for your team to update and iterate quickly. The more tools and access you have, the stronger our partnership.

Our Expertise

**STRATEGY**

Understanding business objectives

As strategists, we understand the activities that make your business valuable to customers and unique amongst competitors. Armed with these insights, we identify opportunities in the digital landscape that align customer needs with business objectives, then develop the tactics to make a perfect union.

CREATIVE

Designing the experience

As designers, we turn strategic objectives into elegant solutions. Our user-centric approach focuses on delighting your brand's customers with beautiful experiences that add value to their lives. Whether it's web design, UX, branding or integrated multi-channel campaigns - we do it all.
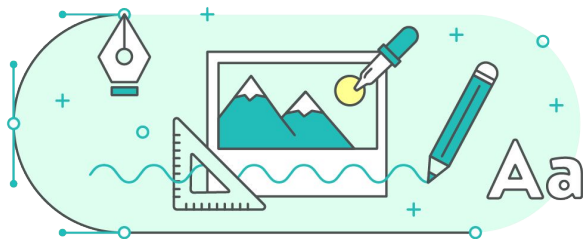
TECHNOLOGY

Digitizing the experience

As developers, we bring designs to life by building the finely crafted exteriors and complex systems under the hood of your digital assets. Drawing on vast engineering experience, we build everything from websites to applications, always keeping usability, scalability and longevity in mind.

Our Expertise

MEDIA

Capturing attention

As media strategists and buyers, we work to engage your customers and drive the right traffic to your digital properties. Equipped with an understanding of your audience's motivations and behavior, we determine the best channels and approach for converting visitors to customers.

DATA & INSIGHT

Understanding our users

As data scientists, we implement cutting edge systems to track user behavior across your network of digital assets. With a deep understanding of your business, we transform numbers into actionable, data-driven findings that inform the evolution of your business and digital presence.

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Our Capabilities

Digital Strategy

- Market Research
- Competitive Audit
- User Research
- Content Strategy
- Technical Strategy
- Integrated Comm. Planning
- Brand Architecture
- Brand Vision & Positioning
- Market Growth & Expansion

Design & User Experience

- Branding and Identity Design
- Usability Testing and Research
- Information Architecture
- User Interface / Platform
- Style Guides
- Prototyping
- A/B Multivariate Testing
- Motion Graphics

Technology

- Mobile Development
- Responsive Development
- Web Applications
- Prototyping
- E-commerce
- Quality Assurance Testing
- API integration
- Cost Analysis
- Content Management Systems

Social Media & Content

- Content Strategy
- Customer Journey Development
- Social Presence Audit
- Channel Strategy
- Editorial Calendars
- Paid Social and Search
- Community Management
- Campaigns
- Copywriting

Data & Analytics

- Data Strategy
- Website Analytics
- Goal Setting and Benchmarking
- Campaign Analytics
- Survey Design and Analysis
- SEO
- Content Engagement
- Infographics
- UX and Full Analysis

Media

- Planning & Buying
- Search, Display, Mobile, Social
- Programmatic Marketing
- App Promotion
- Creative

Wolters Kluwer - Health

Creating an opportunity to remarket our audience, everyday

Services

Discovery & Research

Strategic Planning

Marketing Website

Web Application

Email Marketing

Site Hosting & Security

Wolters Kluwer - Health

Challenge

With a lot of pressure and little time, students tend to stick to old study habits. Our job was to convince them that the new PassPoint technology would improve their learning experience and lead to better outcomes.

Insight

To overcome students' conventional study habits, our strategy had to break into their daily routines and demonstrate the value of the product.

Wolters Kluwer - Health
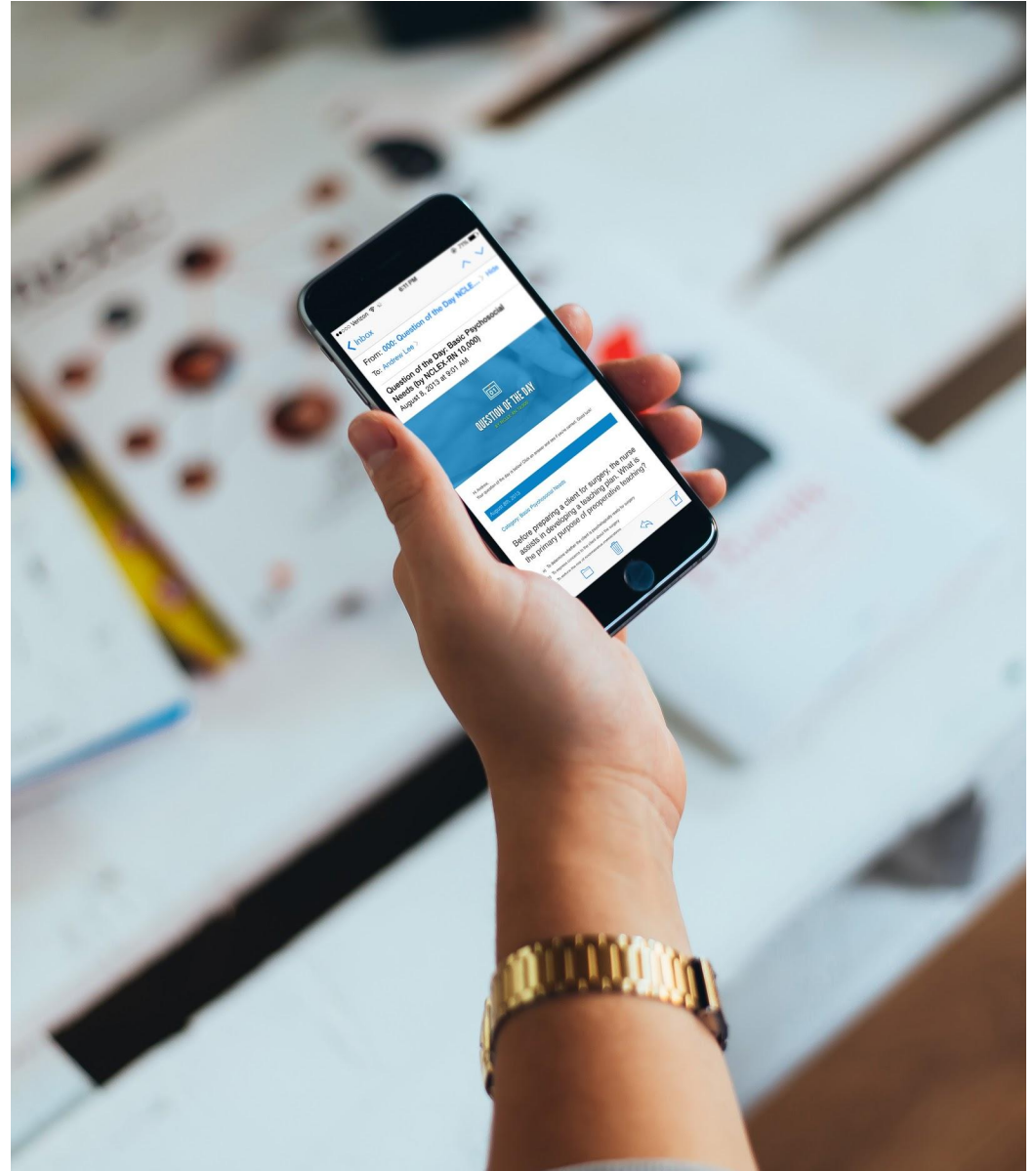
Product

The email inbox is the most direct path to someone's daily attention. To demonstrate the benefits of PassPoint we built a Question of the Day email application that sent daily NCLEX-RN exam questions and tracked the student's responses. Just like PassPoint, Question of the Day is designed to be intelligent and customized to each user.

Highlights

- Mimics adaptive learning platform
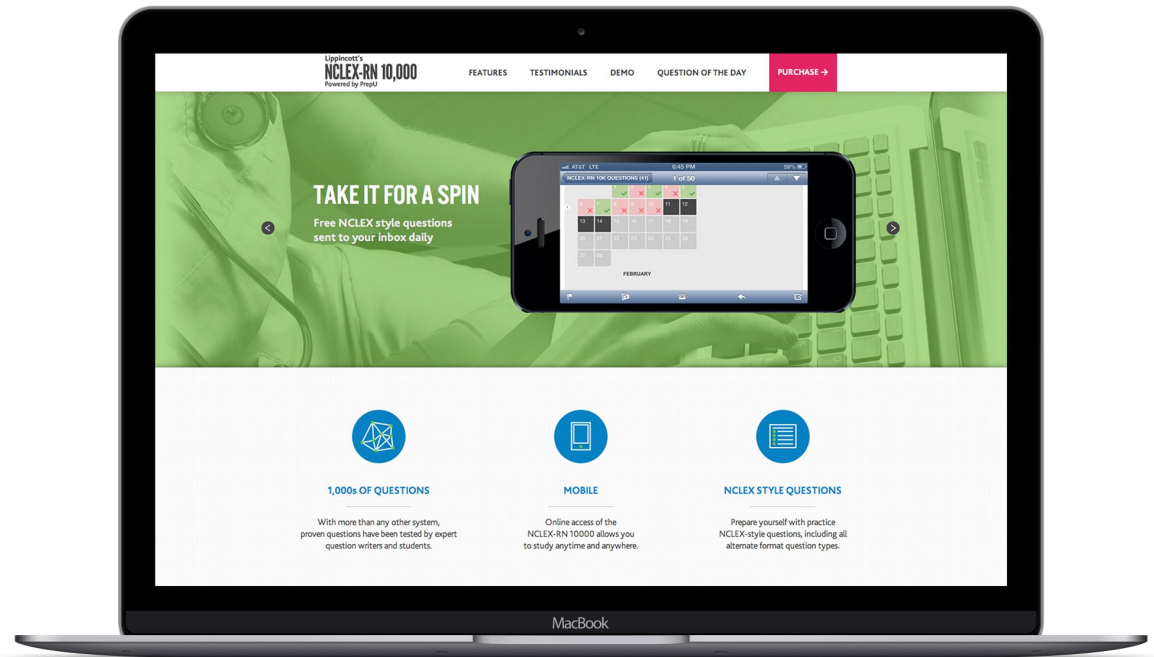- Engineered organic growth
- Generated leads

Results

3.5M+ ANSWERS SUBMITTED

81% WEBSITE RETURN

Read the full case study:
divisionof.com/cases/wolters-kluwer-health

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Thank You

We hope this deck has been informative. Feel free to contact us anytime with questions or additional requests.

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