






Driving Your Digital Strategy in 2021

DIMENSION	KEY QUESTIONS	TACTICS
<p>Attention</p> 	<ul style="list-style-type: none"> ▶ How can you find and target the right people where they already spend time? ▶ How can you cut through the noise to stand out? 	<ul style="list-style-type: none"> ▶ Digital advertising based on demographic, geographic and behavioral targeting ▶ Email marketing ▶ Public relations
<p>Intention</p> 	<ul style="list-style-type: none"> ▶ Where are your customers already searching or researching? ▶ How can you help them complete their journey? 	<ul style="list-style-type: none"> ▶ Retargeting Advertising to website visitors, leads ▶ Search Engine Marketing (paid) ▶ Search Engine Optimization (organic) ▶ Directory Marketing (organic and paid)
<p>Mention</p> 	<ul style="list-style-type: none"> ▶ Where do your customers already connect with one another? ▶ How can you get people who already trust you to talk about your company? 	<ul style="list-style-type: none"> ▶ Customer reviews ▶ Referral programs ▶ Social media campaigns centered around employees, customers, partners

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