

An optimal digital strategy in 12 steps



1. GOALS



2. THE PAIN



3. SUCCESS FACTORS



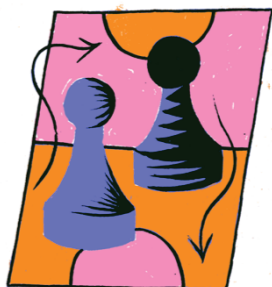
6. INFORMATION



5. MOTIVATION



4. TARGET AUDIENCES



7. TACTICS



8. RESOURCES



9. PERFORMANCE INDICATORS



12. READY? IT'S TIME FOR THE NEXT STRATEGY



11. COOPERATION



10. MEASURING INSTRUMENTS

