

# Strategy.

## Business Strategy for Digital Markets.

#COS20, Graz WS 2020  
1st presence teaching, OCT 14th 2020

Who am I?

Who are you?

# Description

## **Short Description of the Course:**

Business Strategy and respective models have been around since the beginning of economics and business administration. Digital Markets are, compared to that, a very young phenomenon. The course will teach existing and emerging Business Strategy Models and how to apply those to the challenges and needs of Digital Markets.

## **Contents and Methods:**

The method is based on Lectures accompanied by hands on application of learned models in group sessions and assignments followed by presentations, as well as reflection and feedback sessions on given presentations.

## **Aims and Skills:**

Students will be able to identify, use and apply existing Business Strategy Models to various challenges and demands when working on and with Digital Market models.

# Your expectations

# Agenda,

Introduction round & expectation management, 40

Strategy – an introduction, 30

The strategic perspective of Content Marketing, 20

How digital is changing the world, 60

Strategy Models, 40

Leadership perspectives, 60

The world through the eyes of an Investor, 60

Group project, 60

# Strategy. An Introduction

# Strategy is dead.

Why?  
Because we live in times  
of hypertransparency.

Execution rulez.  
Strategy is a hygiene factor.

Why would one need  
Strategy?

# Strategy – reason why?



„Strategie“

*altgriechisch strategós  
Feldherr, Kommandant*

The art to lead an army.



Strategy consists of 2 ingredients.  
a goal + a path.

*Strategy is the path to reach a goal.*

*Tactics consists of measures along  
this path.*

What is the opposite of  
strategic behaviour?

It is:  
opportunistic behaviour.



## Today's battlefield?

The battlefield of today are the limited attention spans of humans and the aspiration to succeed.

# Strategy

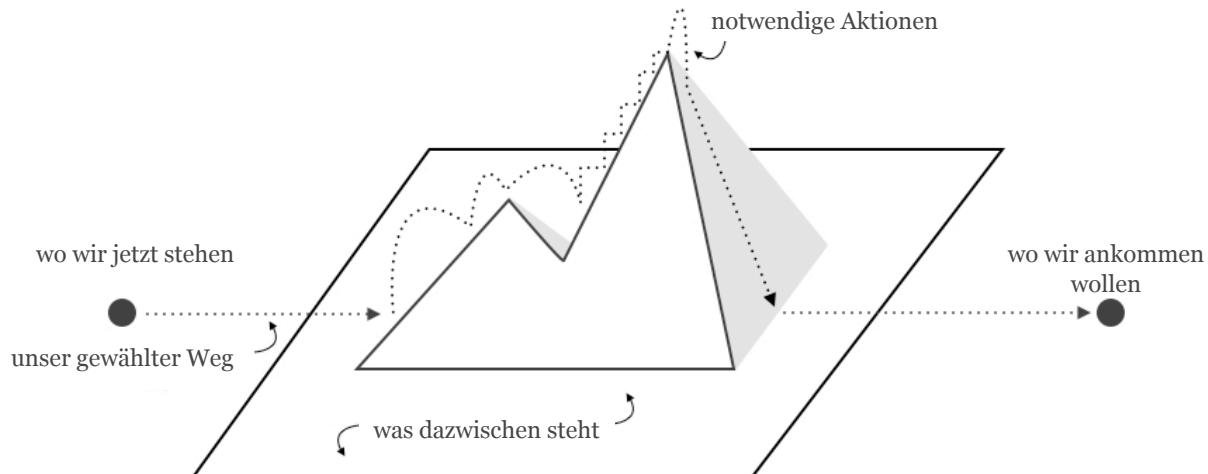
The planned sustainable behaviour of an organization  
to reach ist goals.



# Strategy



# Strategy



# Why strategy?

Strategy helps us ...

- To identify the best way to get from A to B
- To prioritise WHY we do WHAT, WHEN and WHERE
- To create a coherent picture of all activities in a company
- To offer orientation when decisions are being made
- To guide, evaluate and judge regarding next steps that need to be taken

# How to craft a Strategy?

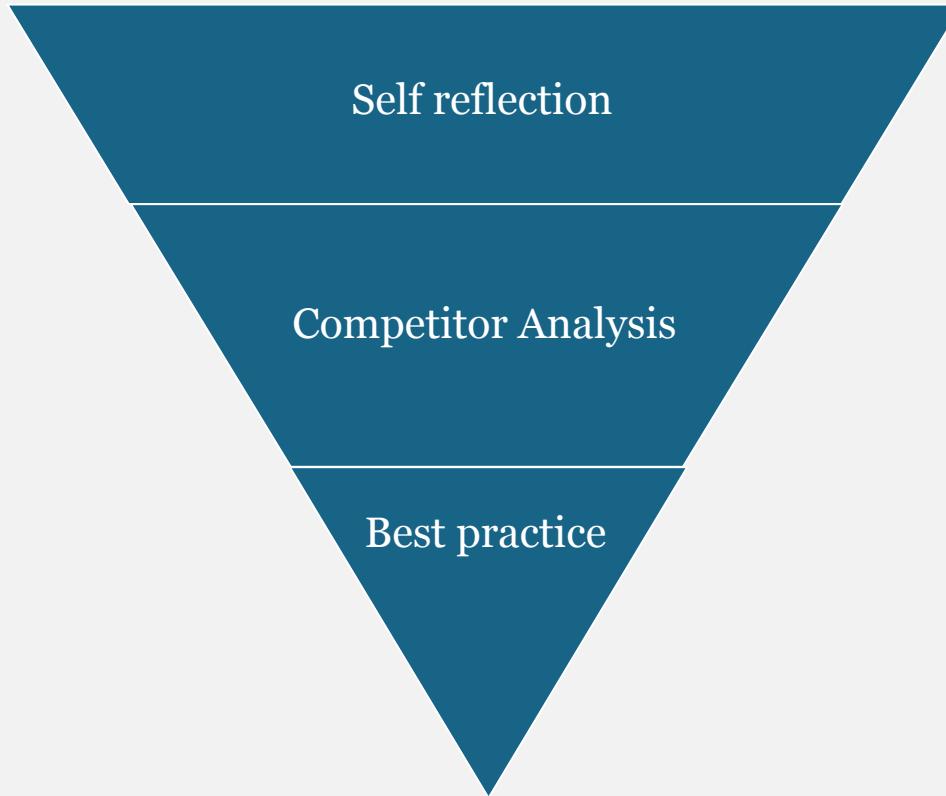
# Strategy processes



# Strategy processes



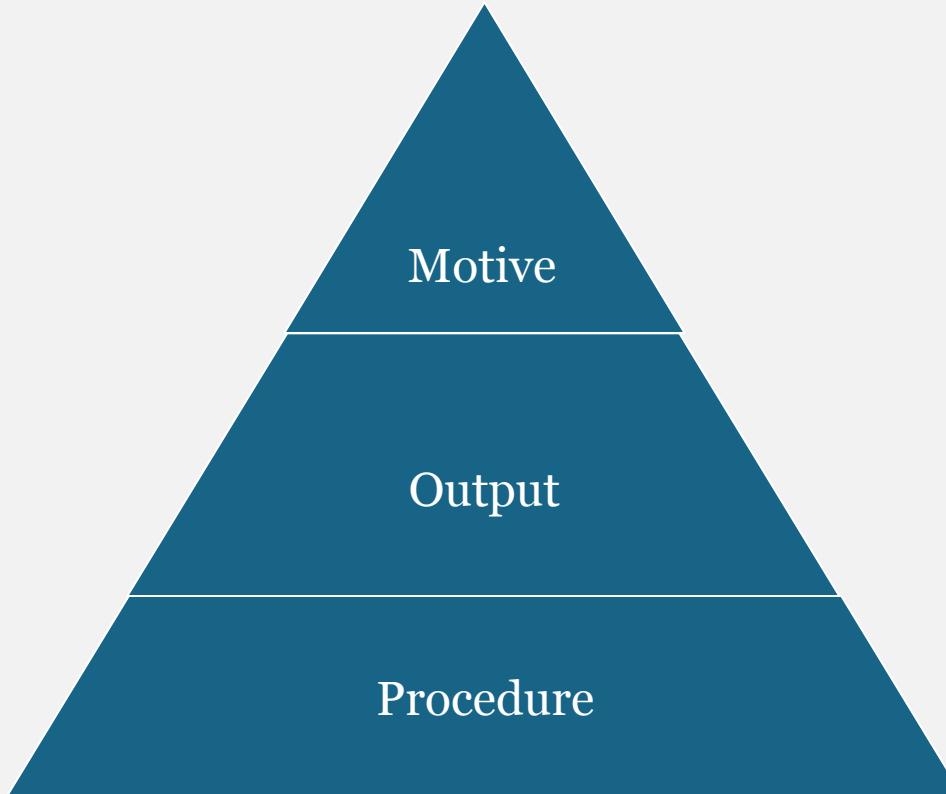
# Review



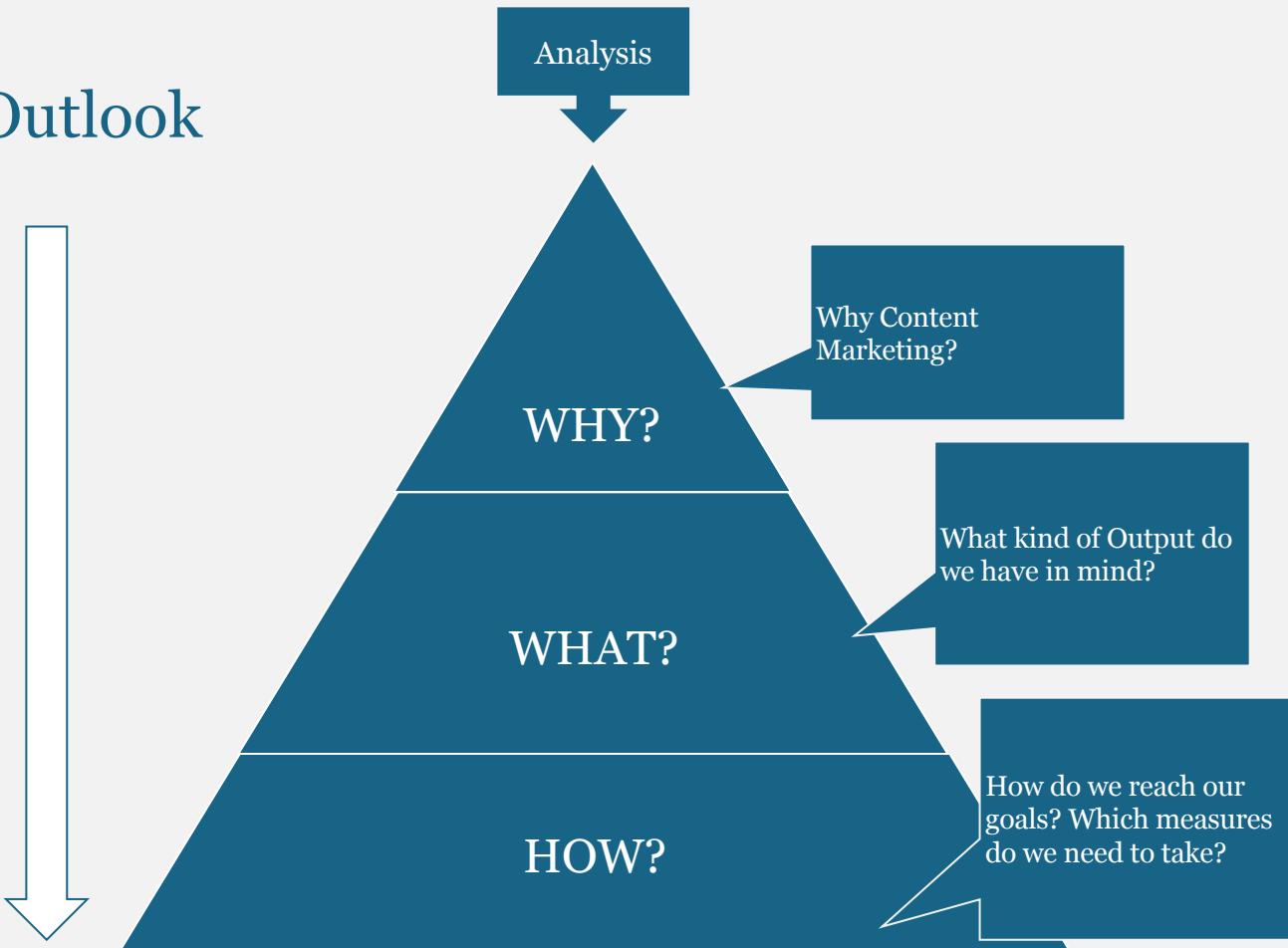
# Strategy processes



# Outlook



# Outlook



A photograph of a young boy with brown hair, wearing a green hoodie, looking through a large, grey telescope mounted on a pole. He is positioned on the left side of the frame, facing right. The background shows a clear blue sky with some white clouds and a range of mountains in the distance. In the bottom right corner, there are other people and a small building. A large, semi-transparent blue triangle is overlaid on the image, pointing towards the telescope. Inside the triangle, the word "Motive" is written in white capital letters at the top, "Output" in the middle, and "Procedure" at the bottom.

Why Content Marketing?  
What motivates us to do this?

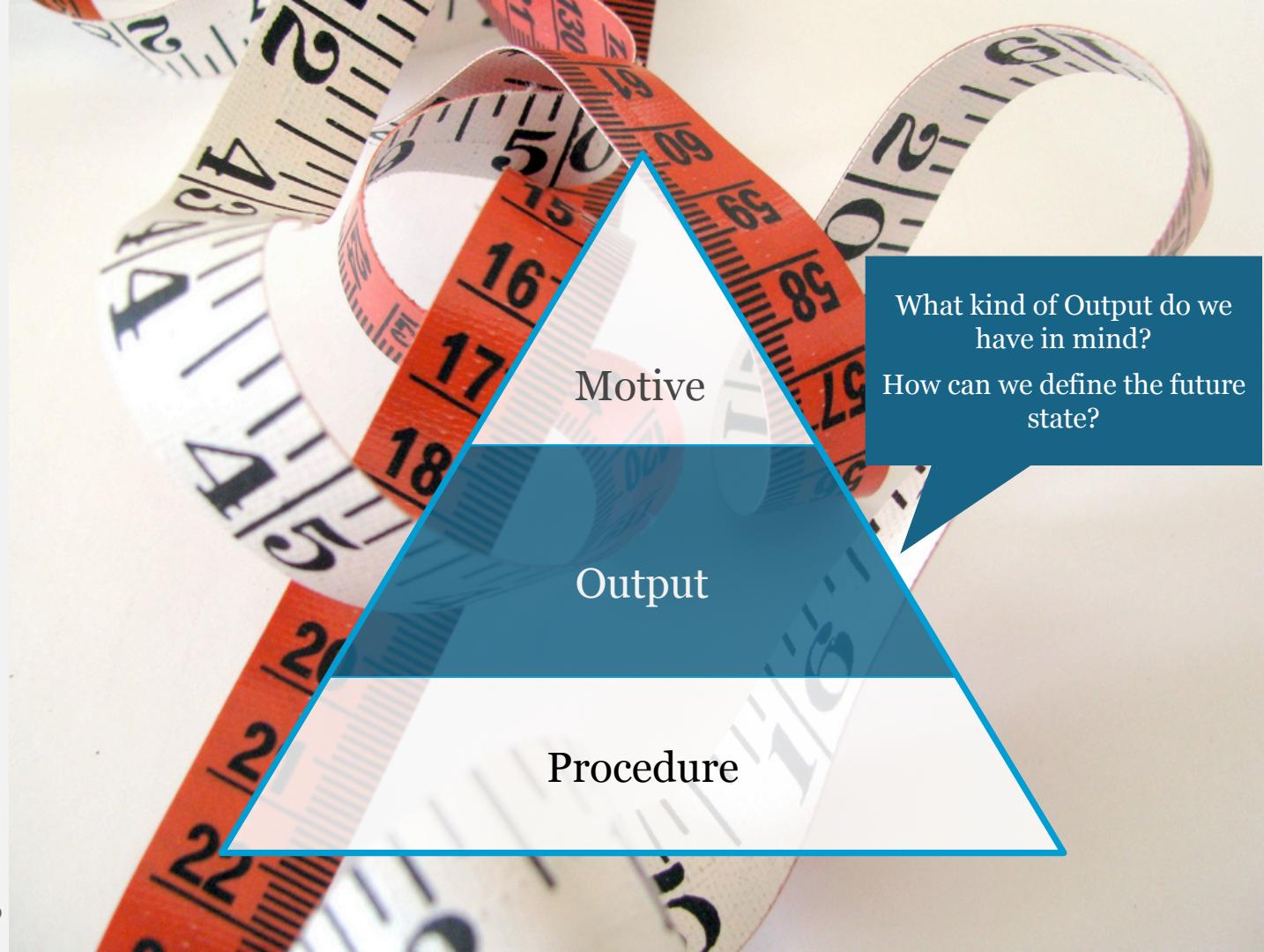
Motive

Output

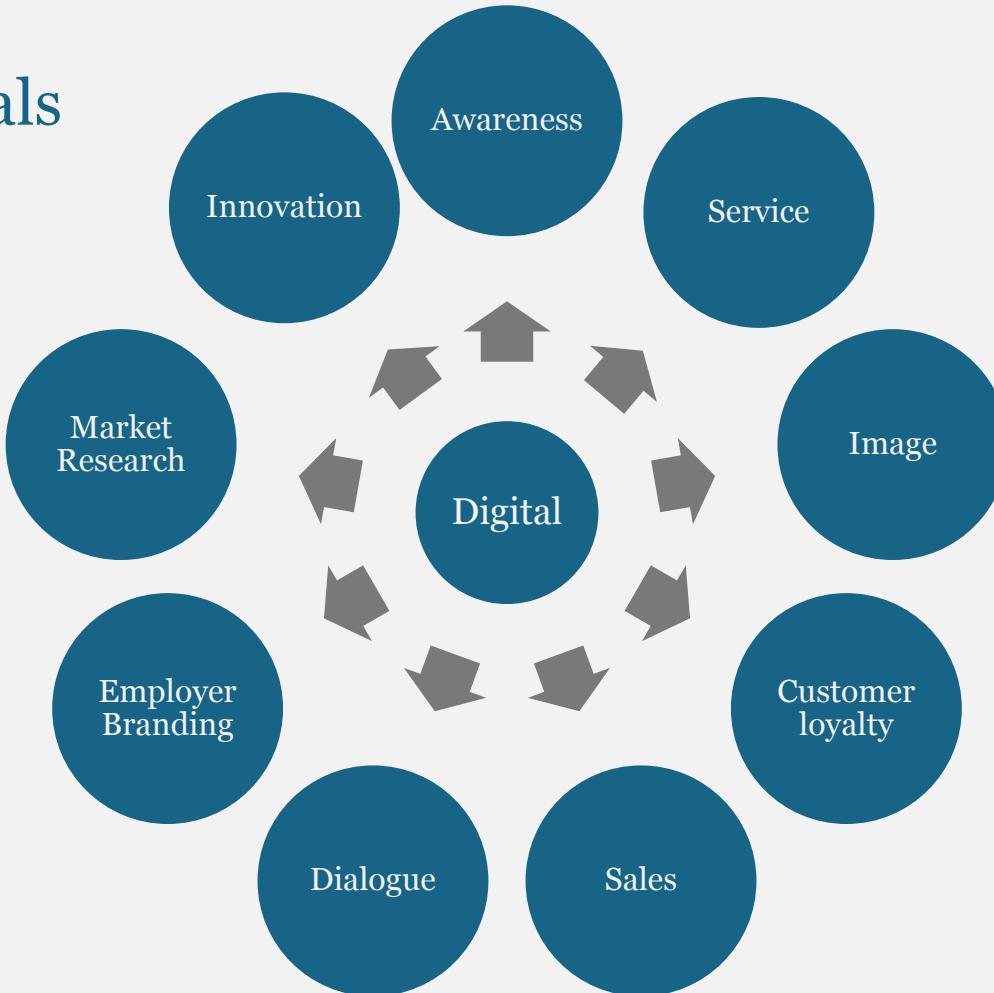
Procedure

- Do I want to be an innovator?
- Do I want to claim an expert positioning?
- Room for dialogue?
- Lift Service to a new level?



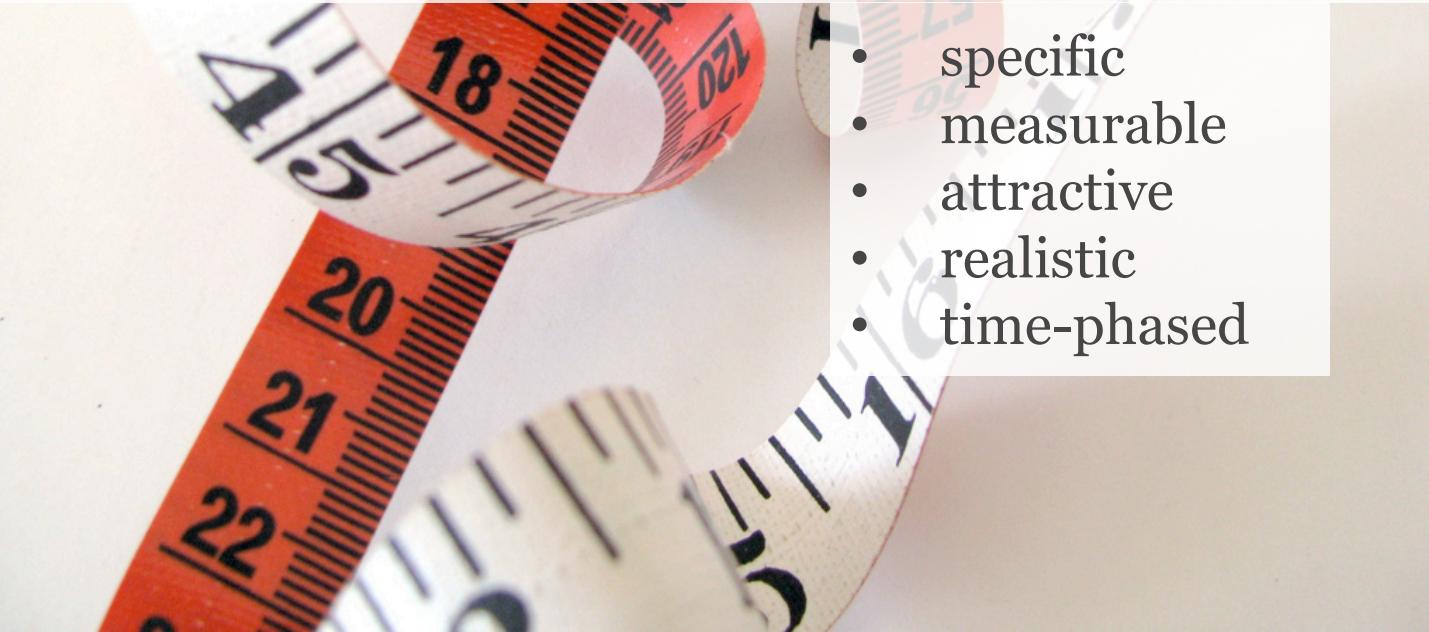


# Goals





## Strategic Goals need to be SMART.



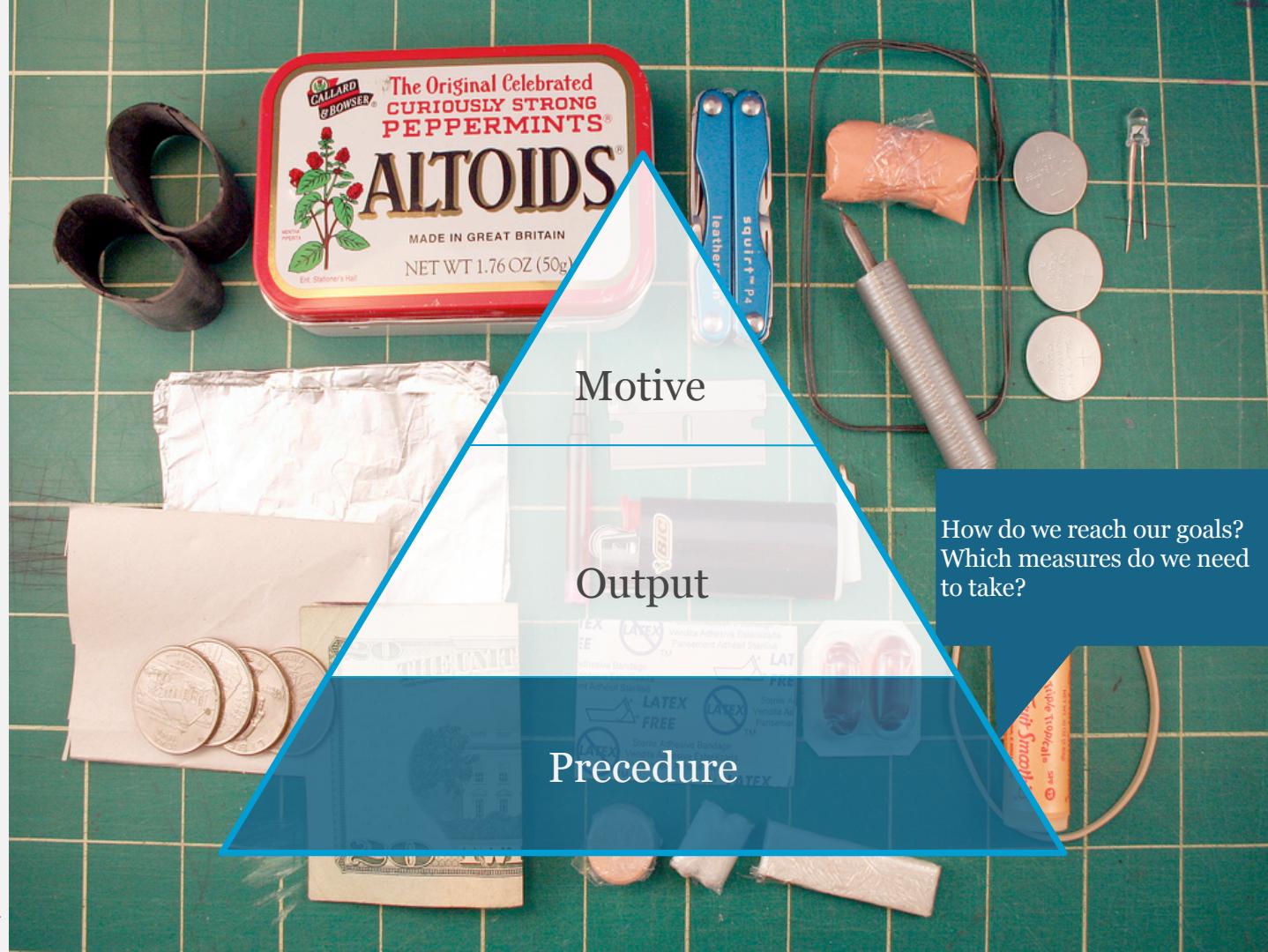
- specific
- measurable
- attractive
- realistic
- time-phased

# Which KPIs for which goals?



- Wie können wir die Ziele messen?
- Definiere KPIs.

	Feedback	Click Patterns	Organische Reichweite	Favorite Tweets @connects (replies & mentions)	Demographie
Email Subscriptions Visits		Follower	Unique Visitors	View-Time	URL-mentions Un-Follows
Time spent		Pages/Visit		Traffic Sources	Follower / Following ratio
Likes	Keywords	Comments	Subscribers		Sharing
Mobile Reach			Wiedergabe-Orte	Favorites	
			Views/Video	Comments	Follower
		Geography	Devices	Total Views	
				Annotations	Likes Retweets



Motive

Output

Procedure

How do we reach our goals?  
Which measures do we need  
to take?



measures

Channels

Content

Specials (Apps)

Prozesse

Integration

Media