4

Key Concerns of a
CHIEF DIGITAL OFFICER

#PERCEPTION2PREFORMANCE

1
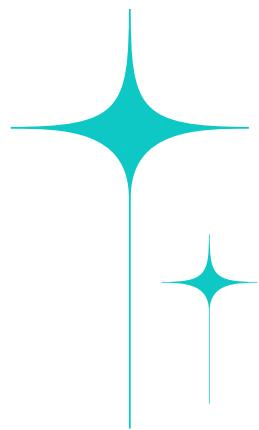
C-SUITE
FRAMEWORK

C-Suite framework ensures that the business pyramid is intact.

It consists of three layers:

- **The Business layer**
- **The Functional layer**
- **The Operational layer**

#PERCEPTION2PREFORMANCE

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2 Strategy to Implementation

(S21) DOCUMENTATION

The S21 manifestation plan includes:

- **Digital Branding**
- **Lead Generation Plans**
- **Activity charts with defined timelines**
- **Social Media Optimization Trackers**

#PERCEPTION2PREFORMANCE
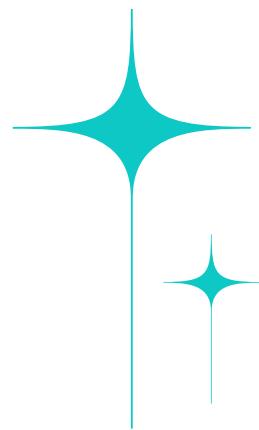
3 THE POWER OF FIVE

The Power of Five strategy has five crucial components that optimize **digital success.**

They are:

- **Hub of Presence**
- **Marketing Content Management**
- **Performance Marketing and Digital PR**
- **Social Media Optimization (SMO)**

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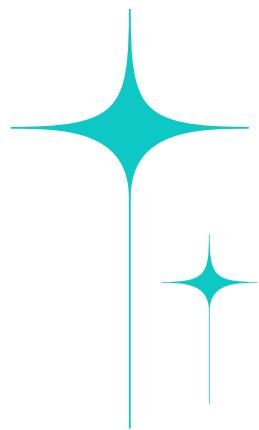
4 Automation, AI, and analytics
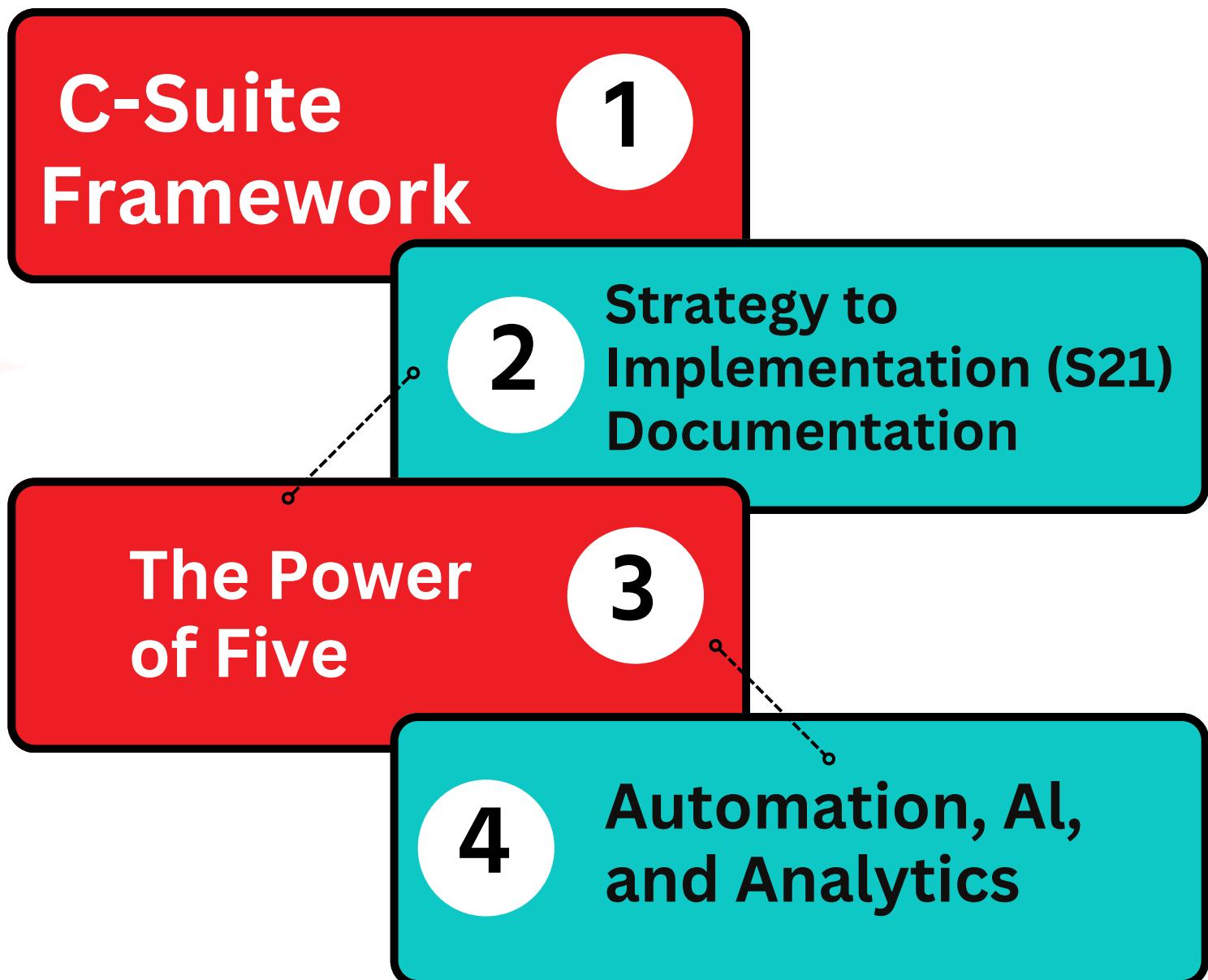
**A target of 20% transactional automation should be the aim**

• **Artificial intelligence** can augment digital transformation efforts.

• Analytics give insights into **ROI, brand visibility, and credibility**

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Key Concerns of a
CHIEF DIGITAL OFFICER

C-Suite Framework **1**

2 **Strategy to Implementation (S21) Documentation**

The Power of Five **3**

4 **Automation, AI, and Analytics**

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