



# DIGITAL TRANSFORMATION FRAMEWORK



## WHERE ARE YOU NOW? WHERE DO YOU WANT TO BE?

### AUTHORITY

Businesses in Authority have invented a thing worth sharing, a story worth telling, a contribution others want to talk about. They led a group of like-minded individuals passionate about their sub-category by creating insights and value. Customers come to them because of who they are and what they stand for.

### PRIME

Prime players are the dominant market player. They get attention because they are so dominant, so well know. Their strategic imperative is to defend against Attention seekers and to acquire or assimilate emerging new threats created by Authority businesses.

### ADVOCACY

This is the default position for most businesses. Personal relationship building over time is an essential for business growth and many sales opportunities come from recommendations of happy customers. They market to existing customers using email marketing and social media channels mostly.

### ATTENTION

While maintaining many of the same actions of Advocacy, some businesses pay to advertise a product or service. Attention techniques include search engine advertising and optimisation as well as attending trade shows, sponsorship and display advertising.