

Digital transformation

- integration of **digital** technology into all areas of a **business**,
- basically changing how you operate and deliver value to customers.
- Digital Transformation Strategy is a plan of action describing how a business must strategically reposition itself in the digital economy
- **Example, Using AI, Chatbot etc.**

Means Digital Product, Digital workforce & Digital Business



Digital transformation should

- Empower the employee
- Engage your Customer
- Optimize your operation
- Transform your product

Results in

- ❖ Remain Competitive
- ❖ Increase Efficiency
- ❖ Improve decision making
- ❖ Enhanced Customer Satisfaction



Digital Leadership

- strategic use of a company's **digital** assets to achieve business goals
- is forward thinking
- means being
 - innovative,
 - creative,
 - collaborative,
 - experimental,
 - curious,



digital leadership principles

- Exploring New Data Sources (Knowledge)
- Continuous Improvements
- Experimenting
- Focus on innovation
- Learnability
- Coaching of both humans and bots (Experience)
- Adopting Agile Structure

Digital Leadership Skills

- Digital Literacy
- Digital Vision
- Advocacy
- Communication Adaptability
- Self Awareness



Unit 4 Part 1, Digital Transformation, Digital Leadership, Digital Leadership Principles, Online PR online P.R

- also known as **digital PR**,
- is a link-building tactic that involves creating a story or piece of creative content, and distributing it to target media
- used by businesses to increase their online presence
- involves gaining high-quality backlinks from websites and online publications and honest (hopefully good) customer reviews.

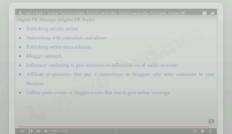
Benefits

- Improve SEO and rankings,
- Boost website traffic
- Build brand trust
- Generate leads
- Increase sales



Digital PR Strategy (Digital PR Tools)

- Publishing articles online
- Networking with journalists and editors
- Publishing online press releases
- Blogger outreach
- Influencer marketing to gain mentions on influential social media accounts
- Affiliate programmes that pay a commission to bloggers who refer customers to your business
- Offline press events or blogger events that aim to gain online coverage



Reputation Management (Online Reputation Management)

- Its techniques and strategies ensure that people find the right materials when they look for you on the **Internet**.
- is an ongoing task that serves to create, cultivate, and maintain your brand name and its good standing online.
- is about monitoring and improving how your business is viewed online.
- It means what a potential customer, or other will discover about your brand, or your product/service when they do a Google search.



Online Reputation Management Techniques

- Become well respected
- Monitor what they are saying about you
- Negative Comment/Reviews Management
- React quickly and politely
- Address criticism
- Attack your illegitimate attackers
- Ask for help if necessary
- Learn from your mistakes



Unit 4 Part 2, Reputation Management, Online Reputation Management, Digital Marketing ROI,
Digital Marketing ROI



- measure of the profit or loss
- generated from **digital marketing** campaigns,
- based on the amount of money you have invested.
- Calculated as
 - $(\text{Attributable Sales Growth} - \text{Marketing Cost}) / \text{Marketing Cost} = \text{ROI}$

Revenue To Cost Ratio?

The revenue to marketing cost ratio represents how much money is generated for every dollar spent in marketing.



is any incremental cost incurred to execute that campaign (i.e. the variable costs).

This includes:

- pay-per-click spend
- display ad clicks
- media spend
- content production costs
- outside marketing and advertising agency fees



Digital Marketing ROI Tools

- HubSpot
- Free CRM
- SumALL
- Google Analytics
- Kissmetrics
- Crazy Egg

Dwivedi Guidance



How digital marketing is adding value to business

- Adds Value to your Business
- Time and Effort Savings
- Unfolds Expansion Opportunities for small-scale industries
- Higher Conversion Rate
- Enhanced Customer Support
- Easy to Interact with the Consumers
- Raise your Brand's Trust
- Great Return on Investments
- Digital marketing is Profitable
- Ability to Gain More Revenues
- Real Time Analysis



Evaluating cost effectiveness of digital strategies

- Unique Visitors
- Bounce Rate
- Traffic Source
- Average time of Website
- Conversion
- PPC

