





Our Mission

**Creating
digital impact.**





Our Vision

**We strive for
sustainable success.**





That's us in figures and facts.



2010

founded



1.500+

successful digital projects



60+

strategians



10+

nationality



5+

office dogs



4

locations

Our offices.



Karlsruhe



Barcelona



Cologne

Our disciplines.

Digital Business

Audits. Analytics. Strategy. Roadmap. You name it. We call it Digital Game Plan.

Development

Technical architecture, solutions and infrastructure to put strategy in motion.

Online Marketing

Performance Marketing Planning with engaging content on the right channels.

SEO und Content

Definition of the most valuable keywords to drive sustainable organic visibility.

Digital Analytics

Valid data, dashboards, reportings and marketing automation to implement strategy.

Design und Experience

Positive user experience that ultimately is driving business impact.

E-Commerce

Practical B2C and B2B E-Commerce Consulting that drives results.

[See all our disciplines >](#)





Our network – for a seamless implementation of your strategy.



Digital Consulting

Audits, Analytics, Strategy and Organisation.



Education

Inhouse-Workshops, Webinars, Seminars, Hands-On Sessions



MARKETING
MONSTERS

Online Marketing

Social Ads, Google Ads, Programmatic Ads



makers

Development

Websites, Applications, Infrastructure, APIs



Content

Content Strategy, Corporate Communication, Execution





Our process blueprint.

Consulting & Sparring, Education & Training, Project Management

**Data &
Analytics**

**Digital
Business**

**Design &
Experience**

**SEO &
Content**

Development

**Online
Marketing**

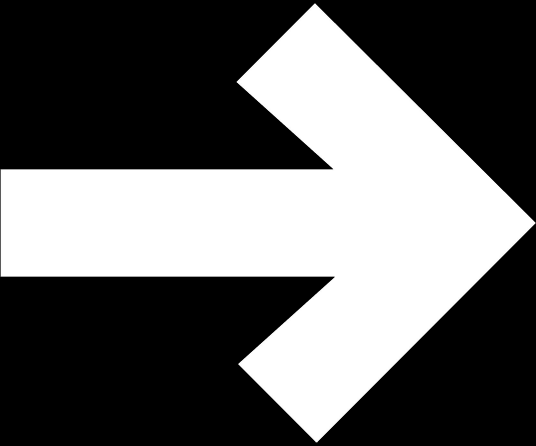
Creating digital touchpoints

Stakeholder Collaboration

Monitor, Test, Review, Reflect, Optimize

Our Clients.





**The Digital Game
Plan for your
company**



What is the Digital Game Plan?

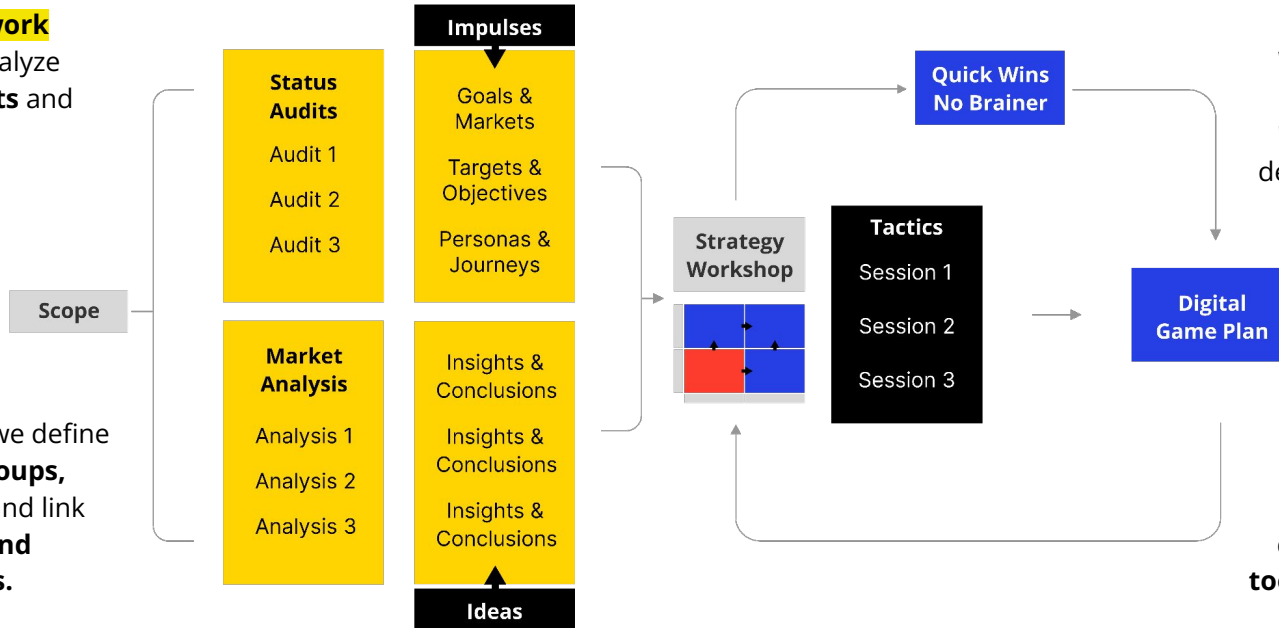
The Digital Game Plan outlines the **strategy for the digital landscape**. It includes **concrete actions**, their prioritization, and assigned responsibilities. These are based on the analysis of the status quo as well as the defined **goals, target groups**, and their **customer journeys**, all packaged into an actionable roadmap.

As a hands-on strategy, it clearly defines what needs to be done, how and why, and what does not.

How the Digital Game Plan is developed

First, we define the **project framework** together and analyze relevant **markets** and **touchpoints**.

In **workshops**, we define goals, **target groups**, and **journeys**, and link them to **audit and analysis results**.



We implement "**No Brainers**" and "**Quick Wins**" **right away**. For "**Show Stoppers**" and "**Game Changers**", we develop suitable **tactics** in dedicated sessions.

All **measures** are incorporated into the Digital Game Plan, our **central management tool** for implementation.


How we design personas

We identify **target groups** with a strong interest in the product or service and **segment** them **based on shared characteristics** such as purchasing behavior and usage.

From this, we derive **data-based, concise personas** for more effective communication.

Melanie
Lone Warrior

Relevanz
●●●●●



Alter
25 - 45

Beruf
Freelancer, Consultant

Branche
Medien

Position
Leitend

Unternehmensform
Freelancer, Selbstständig, Freiberufler




Wohnort (Stadt + 20km)
Egal

Digital Level
Expert

Disziplinen
Social Media, SEO, SEA, E-Mail-Marketing, Datenanalyse, UX Design, eCommerce, Trends

News Brands
t3n, W&V, Horizont, OMR Newsletter

Digital Affinität

Geräteverwendung
  

Kanäle
Xing, LinkedIn, Facebook, Twitter, Instagram, Newsletter, Slack

Ticket-Besteller
selbst

Preiselastizität
€€€€€

Interessen / Ziele

- Fachlicher Austausch mit Spezialisten
- Trends und Impulse für die eigene Arbeit
- Potentielle Kunden / Geschäftsbeziehungen

Networking Needs

- potentielle Kunden / Geschäftsbeziehungen (Decision Makers und Digital Marketing Specialists)
- Austausch mit anderen Lone Warriors und Digital Marketing Specialists

Erwartungen

- Inhaltliche Tiefe der Vorträge
- Gleichgesinnte finden / Networking
- Trendy, entspannte, kreative Atmosphäre
- Wow- / Kreative-Momente
- Networking Spaces und Slots
- Digitale Begleitung des Event (z.B. Online Tickets, Programm, Location Map, Kalendereintrag, individueller Timetable)

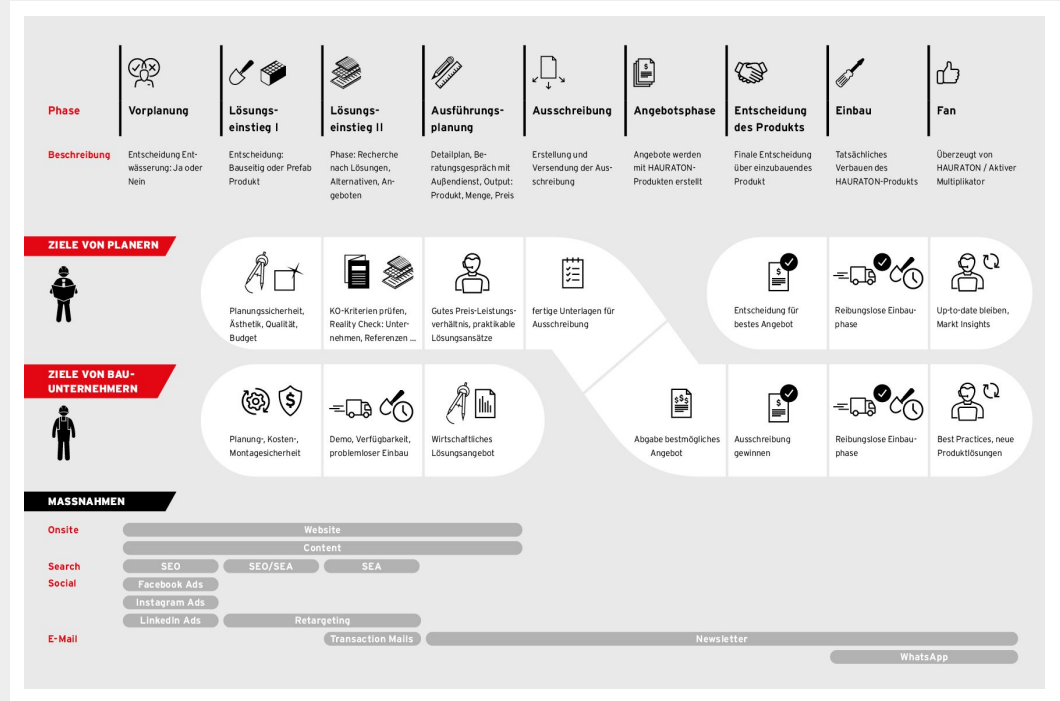
Schmerzpunkte

- Keine Learnings (Zeitverschwendung) fehlende fachliche Tiefe
- Keine Zeit zum Networking / Schwierig, passende Gesprächspartner zu finden

How we create customer journeys

We put ourselves in the shoes of each persona and plan their **individual customer journey** from the initial need to the use of the product or service.

Along this journey, we **define goals, touchpoints, actions, and relevant content.**



How we prioritize the measures

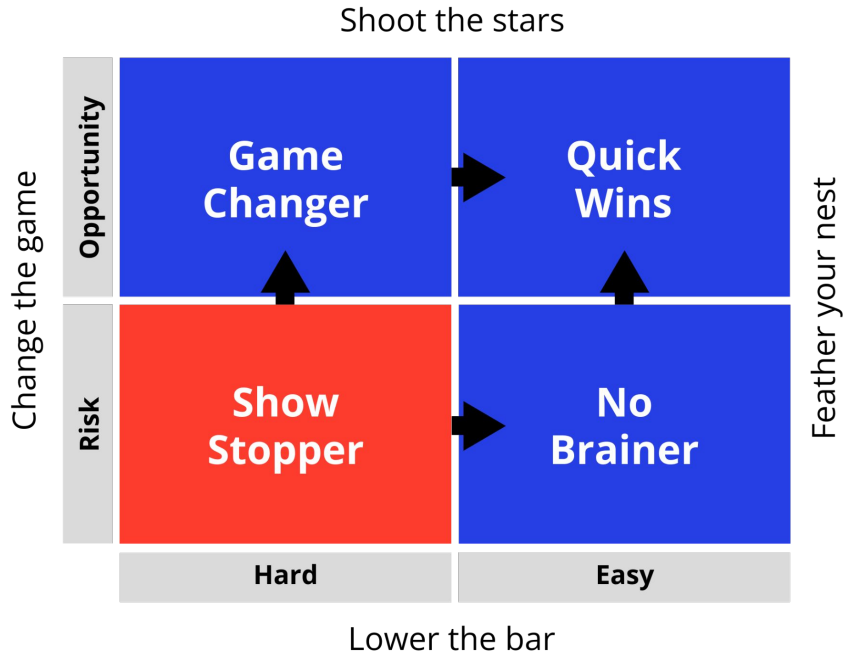
In the Digital Game Plan, we **prioritize** digital projects and actions based on **four categories**:

“No Brainer” = low effort to reduce risk (e.g. optimizing tracking)

“Show Stopper” = high effort to avoid risk (e.g. lack of GDPR compliance)

“Game Changer” = high effort with major potential (e.g. building eCommerce)

“Quick Wins” = low effort for short-term opportunities (e.g. optimizing paid media campaigns)

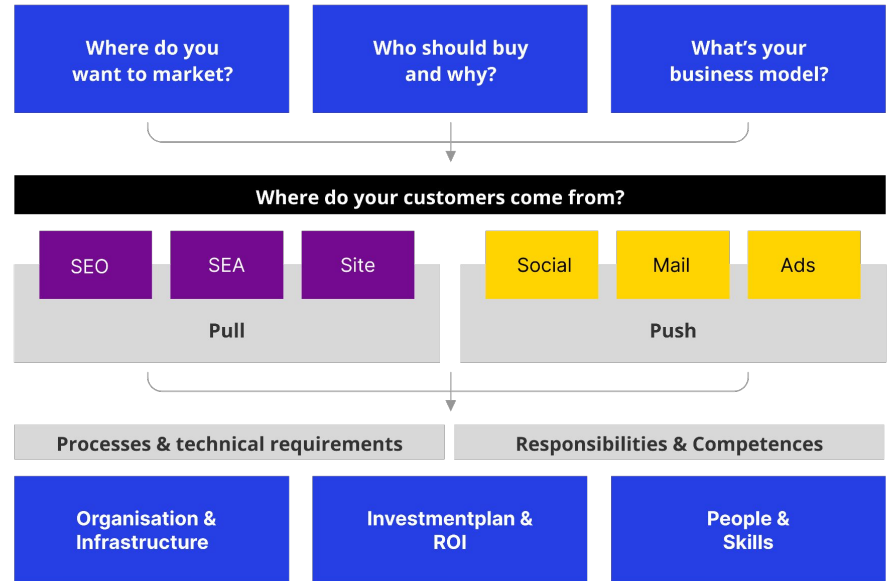


Digital Game Plan as a strategic steering tool

The Digital Game Plan ensures an **overview and coordination** of all measures.

It presents, on a single page from top to bottom:

1. the **strategic** cornerstones
2. the marketing **tactics**
3. the organizational and financial requirements for the **organization**





What you get with the Digital Game Plan

- Meaningful figures on **customer and sales potential**
- Prioritised list of **“quick wins”** and **“no-brainers”** for short-term effects
- Detailed and **data-based personas**
- **Step-by-step customer journeys** for better customer understanding
- Structured **marketing and media planning**
- Blueprint for your **digital dream team**
- **Investment and budget plan**



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Strategic planning

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Thank you !

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