The Digital Game Plan for your company
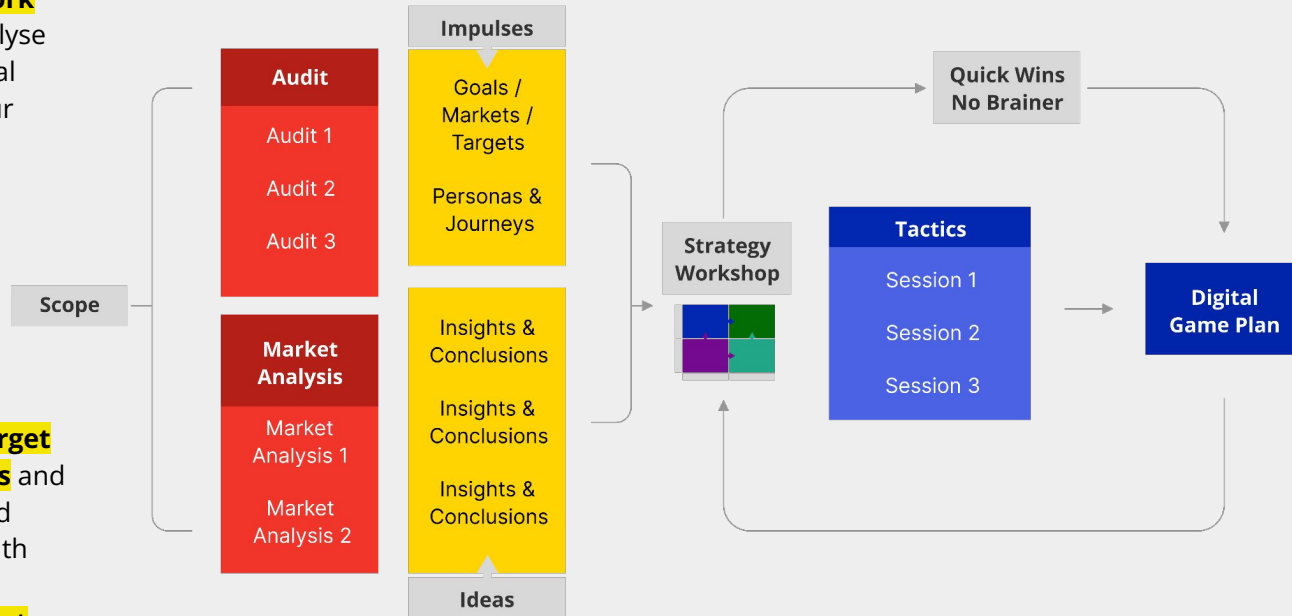
What is the Digital Game Plan?

The Digital Game Plan describes the **strategy** for the **digital world**. It contains **specific measures**, their prioritisation and responsibilities. These are based on an analysis of the status quo as well as the **goals**, **target groups** and their **customer journeys**. Everything is packaged in a **realisable roadmap**.

In the sense of a tangible strategy, it describes what needs to be done, how and why - and what does not need to be done.

How the digital game plan is developed

First, we define the **project framework** together and analyse the relevant digital **markets** and your most important **touchpoints**.

In workshops, we develop goals, **target groups**, **personas** and their journeys and then link these with the results of the **audits** and **market analyses**.

We categorise the results: we implement **'no-brainers'** and **'quick wins' immediately**, while we develop **tactics** for **'show stoppers'** and **'game changers'** in sessions.

Finally, we bundle all measures in the Digital Game Plan, which serves as a **central management tool** during implementation.

Scope

Audit
Audit 1
Audit 2
Audit 3

Market Analysis
Market Analysis 1
Market Analysis 2

Impulses

Goals / Markets / Targets

Personas & Journeys

Insights & Conclusions

Insights & Conclusions

Insights & Conclusions

Ideas

Strategy Workshop

Quick Wins No Brainer

Tactics
Session 1
Session 2
Session 3

Digital Game Plan

How we create personas

We identify **target groups** that are particularly interested in the product or service.

We **segment** the target groups into groups of people with **similar characteristics** (based on the purchase decision and product use).

Based on **data**, we derive **characteristic personas** for greater identification with the target groups.

Melanie
Lone Warrior

Relevanz
●●●●●

netz strategen

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 plan customer journeys

We then put ourselves in the shoes of each persona and plan the ==individual customer journeys.==

In doing so, we **outline the journey** from an initial demand trigger **through various phases** to the utilisation of your product or service.

Along this customer journey, we define ==goals, touchpoints, measures and specific content.==
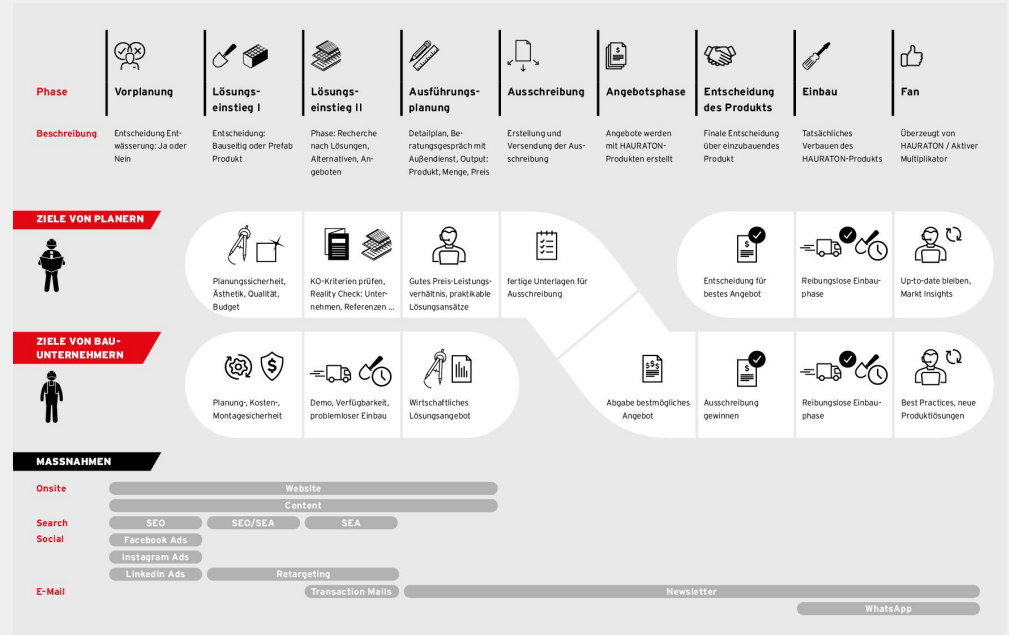
How we prioritise the measures

When creating your digital game plan, we **prioritise** possible digital **projects** and measures based on four categories:

'No brainer' = low effort to reduce risk (e.g. optimise tracking)

'Show stopper' = high effort to avoid risk (e.g. no GDPR-compliant tracking)

'Game changer' = high effort to seize major opportunities (e.g. building up eCommerce)

'Quick wins' = low effort to exploit short-term opportunities (e.g. optimise paid media campaigns)
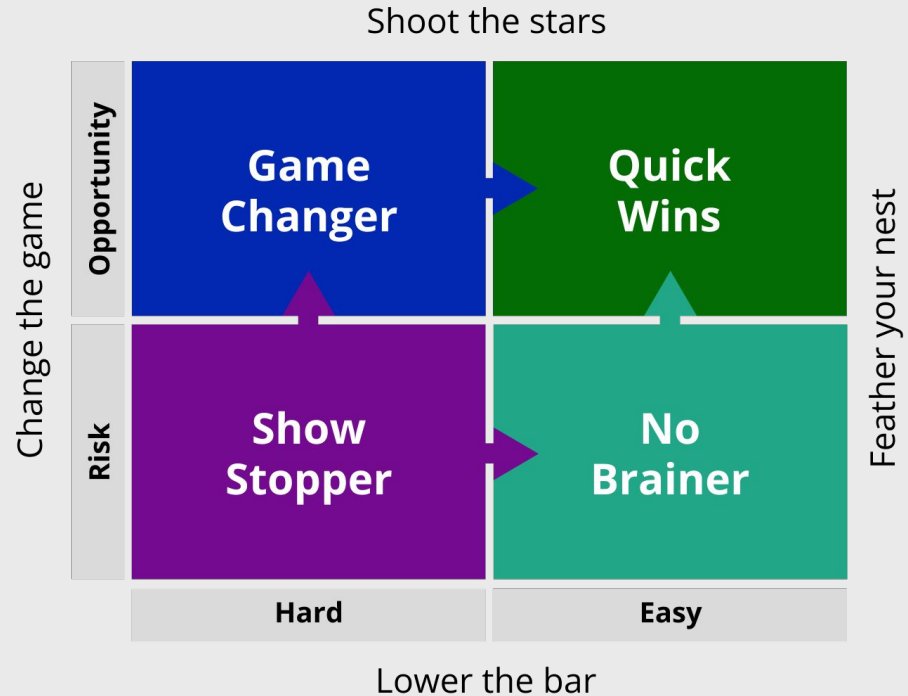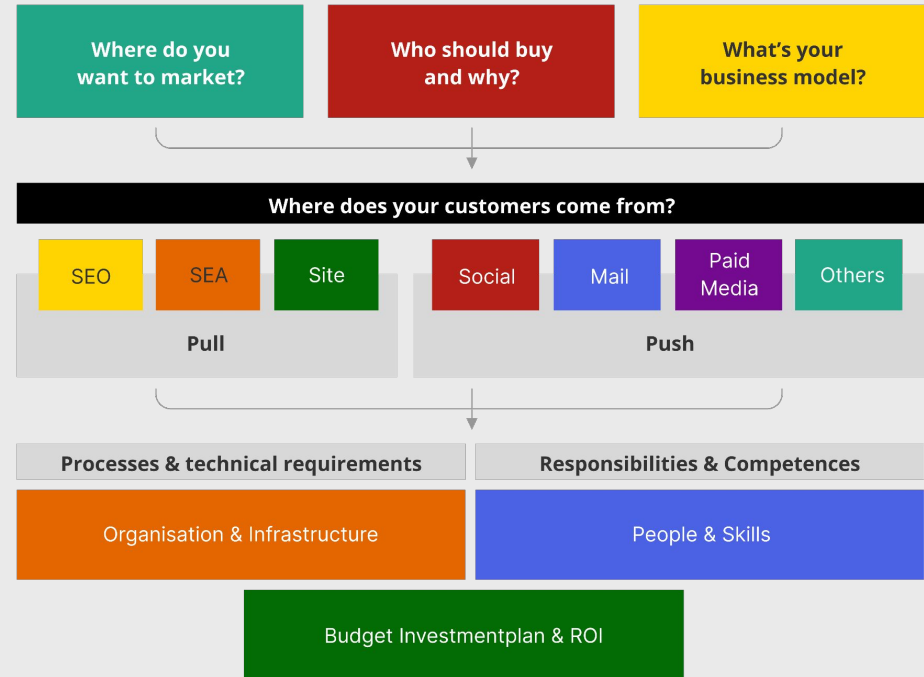
Digital Game Plan as a control tool

The Digital Game Plan ensures an ==overview and coordination== of the measures.

It shows on one side from top to bottom:

1. the **strategic** cornerstones

2. the marketing **tactics**

3. the organisational and financial requirements for the **organisation**

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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