Operational excellence,
Engineering,
Project management,
Business process re-engineering &
Digital marketing strategies

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Agenda

Introduction

Knowledge base

Operational Excellence

Engineering

Project Management

Business Process Re-engineering

Digital Marketing Strategies

Introduction

35+ years of development & managing experience

- 1987 – MS COBOL programmer

- 1989 – Foxbase 1.0 for XENIX programmer

- 1993 – Oracle Forms 3.0

- 1996 - Powerbuilder 4.0 & Visual Basic 5 developer

- 2000 – SCJP 1.3 certification

- 2001 – Project Management role

- 2005 – PMP

- 2011 – Delivery Management role

- 2018 – Director of Operations

Knowledge base

Operations

⇒ Implement scalable operations framework, policies & processes.

⇒ Strategic Alignment

⇒ Leadership & stakeholder collaboration

⇒ Accountability culture

⇒ Cost control – Budgeting & Appraisal management

⇒ Communication & Collaboration – Ability to communicate across all levels

⇒ Lead by example

⇒ Performance Metrics (KPI)

⇒ Risk Management

Engineering

⇒ Cross functional communication & collaboration

⇒ Mentoring

⇒ Project methodologies (Agile, waterfall, kanban, lean)

⇒ Business strategist

⇒ Continuous improvement practices

⇒ Setting & managing project goals

⇒ Project onboarding

⇒ Workforce & workflow management

⇒ Roadmaps

Project Management

Knowledge Base

- Integration
- Scope
- Time
- Cost
- Quality
- Human Resource
- Communication
- Risk
- Procurement

Process Groups

- Project Initiating
- Project Planning
- Project Executing
- Project Monitoring & Controlling
- Project closing

Key functions

Operational Excellence

Implement scalable operations framework, policies & processes

⇒ Operational excellence helps creating scalable processes for business growth.

⇒ Processes need to be robust, agile & flexible.

⇒ Balance operational continuity while facilitating change, growth and stream-lining business processes

⇒ Identifying processes that should be the front & center of the business's scale-up strategy.

⇒ Business processes should be scalable – but that is difficult – because by nature, processes aren't designed to be flexible or future ready. They are put in place to support the current operational workflows.

⇒ To create scalable business processes:

  ▪ Understand current processes

  ▪ Acknowledge existing pain points – typically time, cost & resource

⇒ Automate processes – Scalable business processes rely on flexibility, and to achieve greater flexibility within existing workflows, move towards automation.

⇒ Benefits of business scalability are:

  ▪ Ability to handle increased volume

  ▪ Improves cost management

  ▪ Adapt to changing market conditions & customer expectations

Strategic alignment

⇒ A clear vision of what the organization wants to accomplish

⇒ The right culture & values to accommodate its execution

⇒ Adequate strategic planning & prioritization

⇒ Understand company goals & objectives

⇒ Define roles & encourage employee participation

⇒ Link individual performance to company goals

⇒ Ensure project success rates by timely deliverables, budget control and scope definition

⇒ Focus on value creation

⇒ Project team motivation goals by defining key milestones

Leadership & stakeholder collaboration

⇒ Ensure all stakeholders have a common understanding of the goals and objectives and to work together to achieve the set goals

⇒ Identify & manage potential conflicts between stakeholders

⇒ Identify key stakeholders

⇒ Understand stakeholders needs and ensure to meet their requests as far as possible

⇒ Classify & develop an approach for stakeholders to interact effectively.

Accountability culture

⇒ The ability to recognize that all employees can contribute to the organization's greater good and, in turn, each employee doing their share. Taking ownership of your work duties and initiating to get them done in the allotted timeframe.

⇒ Core components include

- Participation

- Evaluation

- Transparency

- Feedback

Accountability culture (cont)

⇒ To create a culture of accountability in your workplace, work on:

- Increasing trust

- Boosting employee morale

- Increasing productivity

- Improving employee work quality

- Fostering creativity

- Define expectations (communicate mission, vision & values of your organization)

- Set strong goals SMART (Specific, Measurable, Attainable, Realistic & Timely)

- Take responsibility for mistakes

Cost control - Budgeting & appraisal management

⇒ Managing revenue & expenses of a company or internal department, over a period.

Incremental budgeting

- Take last year's actual figures and add/subtract % to obtain current year's budget.

- It is the most common type of budget because it is simple and easy to understand.

- Incremental budgeting is appropriate to use if the primary cost drivers do not change from year to year.

Activity based budgeting

- It is a top-down type of budget that determines the amount of inputs required to support the targets or outputs set by the company.

For example, a company sets an output target of $100 million in revenues. The company will need to first determine the activities that need to be undertaken to meet the sales target, and then find out the costs of carrying out these activities.

Value proposition budgeting

Some questions are considered in this budgeting method:

- Why is this amount included in the budget?

- Does the item create value for customers, staff, or other stakeholders?

- Does the value of the item outweigh its cost? If not, then is there another reason why the cost is justified?

Zero-based budgeting

- Most commonly used method.

- Starts with the assumption that all department budgets are zero and must be rebuilt from scratch.

- Managers must be able to justify every single expense.

- No expenditures are automatically "okayed".

Zero-based budgeting is very tight, aiming to avoid any and all expenditures that are not considered absolutely essential to the company's successful (profitable) operation.

This kind of bottom-up budgeting can be a highly effective way to "shake things up".

Cost control - Budgeting & appraisal management (cont)

$\Rightarrow$ Appraisal Management process is an analysis of the performance of an individual in an organization

$\Rightarrow$ Every appraisal system should have 2 purposes

- Control purpose – making decisions about pay, promotions & careers.

- Identifying future career path of employees within the organization

$\Rightarrow$ Link appraisals to the strategic objectives of the organization

$\Rightarrow$ Set goals & performance measures & translate them to managers & employees to improve the organization's performance.

$\Rightarrow$ Attributes such as leadership, commitment, ability to work within a team & loyalty are traits that are typically desired – apart from the skills of the employee

Communication & collaboration - Ability to communicate across all levels

⇒ Effective communication!

⇒ Active listening

⇒ Team meetings

⇒ 1:1 feedbacks

⇒ Receive information

⇒ Project status communication

⇒ Collaboration with cross-functional teams

⇒ Create an open workplace communication

- Boost employee engagement and belonging

- Encourage team buy-in

- Increase productivity

- Build a healthy workplace and organizational culture

- Reduce/solve conflicts

- Increase retention

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Lead by example

⇒ Design core values

⇒ Ability to "walk the talk"

⇒ Guide through behavior, not words!

⇒ Be the change!

⇒ Build employee morale

⇒ Build trust

⇒ Create a positive work culture

⇒ Increase productivity

Performance metrics (KPIs)

⇒ Profit margin improvements

⇒ High Customer service levels

⇒ Operation & Project cost reductions

⇒ Defect reduction & quality control

⇒ Productivity & engagement

⇒ Change management success

⇒ Operational risk management

⇒ Gross profit margin

⇒ ROI

⇒ Net present value

⇒ Budget variance

⇒ Customer satisfaction

⇒ Operating cash flow

Risk management

$\Rightarrow$ Recognize risks

$\Rightarrow$ Prioritize risks

$\Rightarrow$ Action on significant risks

$\Rightarrow$ Report on risks identified

$\Rightarrow$ Review & monitor risks identified

$\Rightarrow$ Create a standard & structured process of identifying & evaluating risks

$\Rightarrow$ Ability to communicate risks with stakeholders

Key functions

Engineering

Cross functional communication & collaboration

$\Rightarrow$ Run projects that span various teams & functions within the organization

$\Rightarrow$ Improve communication spanning various teams

$\Rightarrow$ Increase innovation & creativity

$\Rightarrow$ Knowledge sharing

$\Rightarrow$ Work processes streamlining

$\Rightarrow$ An "inclusive" work environment

$\Rightarrow$ Gain better insights

$\Rightarrow$ Diversity – Break stereotype and benefit from diversity

Mentoring

⇒ Mentees get access to support & opportunities

⇒ More diverse & inclusive workspace – vital to the growth, productivity & strength of a company.

⇒ Emotional Intelligence

Project methodologies

⇒ Agile – cross team collaboration, small teams (3-9), short development cycles focused on timely releases. Provides a flexible, iterative-design & build process. Coves a set of processes for extensive projects in dynamic environments. Much appreciated by customers.

⇒ Kanban – "To do", "WIP" & "Done" in the WBS. It is a continuous workflow. No clear definition in Kanban – unlike Scrum. Recommended for small teams working on repetitive tasks and not dependent on other teams. Uses lean principles and aims to increase productivity by eliminating waste time and resources. This can be used in conjunction with Agile.

⇒ Scrumban – Scrum Kanban hybrid. Time based schedule – and work with 3-month, 6-month, 1-year buckets. Good for teams working on multiple products in fast-based environments & have less strict estimations compared to Scrums.

⇒ Extreme Programming (XP) – Simplicity, quick feedback, collaboration & quality. 5 development phases – planning, designing, coding, testing, listening. Practices TDD (test driven development), pair programming, simple design, collective code ownership and a 40-hr week to avoid burnout! Works well for teams with tight deadlines, small budgets and frequent changing project requirements.

⇒ Lean Software Development – teams work with Minimum Viable Products (MVPs) practice. These are released to customers ASAP. Feedback is included in future software releases. Eliminates redundant activities to save time. Teams that are responsible, experienced, and can be trusted to make important decisions on their own would benefit the most from the Lean methodology.

⇒ Crystal - Teams following the Crystal approach work with smaller Agile development methodologies like Crystal Clear, Crystal Yellow, Crystal Orange, Crystal Orange Web, Crystal Red, Crystal Maroon, Crystal Diamond, and Crystal Sapphire. Flexible & adaptable. Avoids unnecessary documentation & reporting and very lightweight. Crystal Clear fit for small teams (6-8) & Crystal Red works best in large teams (80+)

Project methodologies (cont)

⇒ Dynamic System Development Method (DSDM) – Helps with planning & creating discipline within teams. Timely delivery, focus on business needs, and not compromising on code quality. Works on Fixed cost, Fixed time schedule & negotiable features.

⇒ Feature Driven Development (FDD) – Customer Satisfaction foremost in this methodology. FDD teams follow a 5-step development process flow: "develop an overall model," "build a feature list," "plan by feature," "design by feature," and "build by feature."

⇒ Adaptive Software Development (ASD) - Adapt rapidly to changing product requirements or sudden shifts in user behavior and market trends. The team develops software according to three phases: speculate, collaborate, and learn.

⇒ Six Sigma – It is a useful problem-solving technique for process improvement. Relies on 5 process steps **D**efine **M**easure **A**nalyze **I**mprove **C**ontrol

⇒ Waterfall – Simple methodology for planning projects. Team completes one task and then performs the next. All requirements are defined in the beginnings itself. All tasks are performed as a waterfall from the beginning to the end. Very rigid & does not take changes during WIP.

Project methodologies (cont) - Agile

⇒ Breaks project into phases. Each phase is known as a Sprint.

⇒ Drives the concept of continuous improvement

⇒ It is iterative – At the end of each sprint, during a sprint retrospect, teams reflect on improvements and adjust the strategy in the next sprint.

⇒ Agile methods are adaptable to change

⇒ Fosters collaborative teamwork

⇒ Focuses on customer needs & satisfaction

⇒ Since it promotes early & frequent feedbacks from customers & stakeholders, it identifies and addresses issues, risks and potential bottlenecks early in the development process. By continuously monitoring and mitigating risks, Agile helps minimize project risks and increases the chances of project success.

Project methodologies (cont) - Agile

Agile methodology

- Plan
- Design
- Develop
- Test
- Deploy
- Review

Agile Manifesto

- Individuals over processes and tools: *Agile teams value team collaboration and teamwork over working independently and doing things "by the book."*

- Working software over comprehensive documentation: *The software that Agile teams develop should work. Additional work, like documentation, is not as important as developing good software.*

- Customer collaboration over contract negotiation: *Customers are extremely important within the Agile methodology. Agile teams allow customers to guide where the software should go. Therefore, customer collaboration is more important than the finer details of contract negotiation.*

- Responding to change over following a plan: *One of the major benefits of Agile project management is that it allows teams to be flexible. This framework allows for teams to quickly shift strategies and workflows without derailing an entire project.*

Agile Principles

1. Satisfy customers through early, continuous improvement and delivery
2. Welcome changing requirements, even late in the project
3. Deliver value frequently
4. Break the silos of your projects
5. Build projects around motivated individuals
6. The most effective way to communicate is face-to-face
7. Working software is the primary measure of progress
8. Maintain a sustainable working pace
9. Continuous excellence enhances agility
10. Simplicity is essential
11. Self-organizing teams generate the most value
12. Regularly reflect and adjust your way of work to boost effectiveness

Project methodologies (cont) - Agile

Agile Project Management

1. Project planning
   - Develop project scope
   - Address changes & additions to the project easily
2. Product roadmap creation
   - Product features breakdown is done for the final product
   - Product backlog is developed
3. Release planning
   - Project uses shorter development cycles called "Sprints", with feature releases at the end of each sprint
   - Create release notes
4. Sprint planning
   - Define work items
   - Testing by team
5. Daily stand-up
   - Briefly describe progress, challenges and plan for the day
   - Usually, 15 minutes or less
6. Sprint review & retrospective
   - End of each sprint, showcase work done to stakeholders & collect feedbacks
   - Reflect on what went well & what can improve in the next sprint

Project methodologies (cont) - Agile

Agile Project Management Key components

1. User stories
   - These are the smallest unit of work in an Agile project. They describe what the user wants, why they want it, and how it will benefit them.
2. Sprints
   - These are one-to-four-week cycles during which Agile teams work on the user stories in the current sprint, review the work done at the end, and plan the next one right afterward.
3. Regular meetings
   - These are meetings that help Agile teams coordinate, communicate, and improve their work. Some of the common meetings are stand-ups, sprint planning, sprint review, and sprint retrospective.
4. Agile Board
   - This is a visual tool that helps Agile teams track their progress and workflow. It usually consists of columns that represent different stages of work, such as to-do, in-progress, and done.
5. Product Backlog
   - This is a list of all the user stories that need to be done for the project. The product backlog is prioritized by the product owner, who represents the customer's needs and expectations.

Business strategist

⇒ Create comprehensive business strategy to achieve long-term objectives – growth & expansion plans

⇒ Vision, mission & strategic priorities

⇒ Processes to improve efficiency, reduce costs – to align with strategic priorities

⇒ Lead cross-functional teams in the execution of strategic initiatives, ensuring collaboration and effective communication between departments.

⇒ Evaluate potential mergers, acquisitions, and partnerships, conducting due diligence and integrating planning to support strategic growth.

Continuous improvement practices

⟹   Identify opportunities for improvement in the workflow process

⟹   Plan on how to improve the current workflow – on a smaller scale

⟹   Execute the plan – on the smaller audience

⟹   Review the changes

⟹   Implement plan on a wider audience, if the plan is successful

Setting & managing project goals

⇒   Identify goals

⇒   Define **S**pecific.**M**easurable.**A**cheivable.**R**ealistic.**T**ime-bound Goals

⇒   Create an action plan

⇒   Set plan into action

⇒   Monitor execution

Project onboarding

⇒ Provide context

⇒ Onboarding team sessions across communication channels

⇒ Project familiarization

⇒ Introduction to new systems & tools and team

⇒ Expectation & project plan to be transparent within the team

Workforce & workflow management

$\Rightarrow$ Recruiting

$\Rightarrow$ Onboarding

$\Rightarrow$ Scheduling

$\Rightarrow$ Planning

$\Rightarrow$ Productivity

$\Rightarrow$ Identify business workflows as follows:

- Priority workflows (Finance, HR, IT)

- Customer-facing workflows (Marketing, Customer service)

- Employee centred workflows (HR)

- Others (Sales & Marketing)

Roadmaps

⇒   Product vision & strategy

⇒   Define audience

⇒   Strategic product themes

⇒   Product scope & goals

⇒   Validate product goals

⇒   Revisit roadmaps to adapt to priorities change

Key functions

Project Management

Project management

Market Opportunity Identification	Product Definition	Product Strategy & Planning	Product Delivery	Growth & Portfolio Management
Take a data-driven approach to selecting marketing opportunities and aligning with potential offerings		Ensure the product can effectively capitalize on the identified opportunity and is setup for success		Drive revenue growth & broader portfolio success
Analyse markets & industries	Prioritize opportunities	Articulate the vision & ensure its alignment with company strategy & goals	Provide descriptions & details of requirements for product development	Drive product engagement & satisfaction
Identify customer needs	Define elements required to meet customer needs	Establish the product strategy	Drive alignments around product tradeoffs	Manage the commercial performance of the product
Evaluate the competitive landscape	Evaluate the solution for commercial viability	Create the business case	Gather feedbacks & drive improvements during development.	Access & plan the product's future lifecycle
Articulate high-potential opportunities	Develop pricing & packaging	Define the product roadmap	Prepare for & support commercial release	Managing the offering portfolio

Project management - PMO

Process Groups					
Knowledge Areas	Initiating	Planning	Executing	Monitoring & Controlling	Closing
Integration	Develop Project Charter Develop Preliminary Project Statement	Develop Project Management Plan	Direct & Manage Project Execution	Monitor & Control Project Work	Close Project
Scope		Scope Planning Scope Definition Create WBS		Scope Verification Scope Control	
Time		Activity Definition Activity Sequencing Activity Resource Estimation Activity Duration Estimation Schedule Development		Schedule Control	
Cost		Cost Estimation Cost Budgeting		Cost Control	
Quality		Quality Planning	Perform Quality Assurance	Perform Quality Control	
Human Resource		Human Resource Planning	Acquire Project Team Develop Project Team	Manage Project Team	
Communication		Communications Planning	Information Distribution	Performance Reporting Manage Stakeholders	
Risk		Risk Management Planning Risk Identification Qualitative Risk Analysis Quantitative Risk Analysis Risk Response Planning		Risk Monitoring & Controlling	
Procurement		Plan Purchase & Acquisitions Plan Contracting	Request Seller Responses Select Sellers	Contract Administration	Contract Closure

Key functions

AI Project Management

AI

To manage AI projects effectively, it is important to understand the intricacies and capabilities of AI itself! It is necessary to understand and have a solid grip of what AI can & cannot do. This will help PMO to set realistic goals, manage expectations & make sensible decisions.

All traditional aspects of project management, such as scope, time & cost apply to AI projects. Additionally, the PMO needs to bridge the gap between technical expertise of AI professionals and the strategic goals of the organization. The ability to foresee the potential impacts of AI solutions on various stakeholders, is very important in managing these projects.

In essence, effective management in AI projects is a blend of understanding the potential of AI technologies, strategic foresight, and adaptive leadership.

For instance:

- Traditional machine learning excels in pattern recognition and predictive analytics, making it ideal for projects involving large data sets.

- Large language models (such as those provided by Open AI) provide an easy way to generate output appropriate for any specific target audience.

Understanding these technologies, at least at a high level, helps in aligning project goals with the most suitable AI technology. Staying updated with the latest trends and advancements in AI is important.

AI – Effective communication and team collaboration

⇒ Bridge the gap between data scientists, AI engineers & business stakeholders. This involves translating complex technical concepts into understandable terms and ensuring that everyone is on the same page regarding project objectives and progress.

⇒ AI projects often require creative problem-solving and innovative thinking. Teams & stakeholders should feel comfortable sharing ideas & feedbacks. Organize brainstorming sessions, encourage open discissions, or facilitate workshops where team members can collaboratively explore different aspects of the AI project.

⇒ Establish a robust agile process methodology. Remember AI projects come with a high level of uncertainty.

⇒ Data Driven Scrum (DDS), a variant of Scrum, specifically designed for data science & AI related projects is more effective.

AI – Traditional scrum Vs. Data Driven Scrum

⇒ Scrum is a popular Agile framework. It is built on iterative development, where projects are broken into sprints with defined goals and timelines. Scrum is effective for software development but can sometimes be limiting for AI projects. AI development often involves a higher degree of uncertainty, experimentation, and data dependency. This means that AI projects may not neatly fit into the time-boxed sprints of traditional Scrum.

⇒ Data Driven Scrum addresses some of these limitations by incorporating flexibility in iteration lengths and focusing more intensely on data and experimentation. Key differences in DDS include:

1. Functional Iterations: Unlike Scrum's fixed-length sprints, DDS iterations are capability-based, varying in duration based on the project's needs. This flexibility is crucial for AI projects where some tasks, like model training or data collection, may not adhere to strict timeframes.

2. Collective Analysis and Experimentation: DDS integrates observing and analyzing data directly into its core workflow. In AI projects, where data analysis is crucial, this collective approach can lead to better decision-making and more effective use of data.

3. Uncertain Task Duration: AI projects often involve tasks with unpredictable durations. DDS accommodates this uncertainty better than traditional Scrum, which relies on more precise task estimations for sprint planning.

4. Overlapping Iterations: DDS allows for overlapping iterations, which is beneficial in AI projects where certain tasks, like data analysis, might extend beyond a single iteration.

Specifically, DDS offers several advantages for AI project management:

⇒ Better Alignment with AI Project Needs: The flexibility in iteration length and focus on data and experimentation aligns well with the iterative and exploratory nature of AI projects.

⇒ Enhanced Collaboration and Decision-Making: By involving the entire team in data analysis and observation, DDS can foster more collaborative and informed decision-making.

Extension

Business Process Re-engineering

Business Process Re-engineering

⇒ Identifies bottlenecks & areas of Improvement

⇒ Facilitates a continuous systematic analysis and reconstruction of the existing processes

⇒ Improve efficiency and reduce costs significantly, improves productivity, cycle times, quality, employee & customer satisfaction.

⇒ BPR is an incremental process & to keep it fair, transparent & efficient, stakeholders need to understand the key steps involved:

- Map the current business processes

- Analyse processes & find gaps & disconnects

- Be prepared for validating improvement opportunities that needs to be implemented

- Design a process re-engineering map that needs to be put in place

- Re-run the map to be absolutely sure that the change will enhance efficiency.

- Implement & monitor – and be aware of dependencies

Business Process Re-engineering (cont)

⇒ Core questions to ask before diving into any changes:

- Who are our customers? What values are we offering them?

- Are the current processes delivering expected values?

- Do the processes need to be redefined or redesigned?

- Are the processes in sync with our long-term mission and goals?

- How would we handle the existing processes if we were a new company?

⇒ The process of re-engineering definitely takes a hit on productivity.

⇒ Changes are difficult to manage, but once it is implemented, it saves costs on analysis, re-engineering & documentation.

Business Process Re-engineering (cont)

$\Rightarrow$ The output of re-engineering should impact any one or all of the following:

- Save cost & cycle time (maybe team reorganize is necessary)

- Accelerate information flow, minimize errors, and prevent reworks

- Improve the quality-of-service and enhance customer satisfaction

- Define clear ownership of processes within the now-restructured team

- Allow teams to evaluate their performance based on instant feedback

Extension

Digital Marketing Strategies

Digital marketing strategies

$\Rightarrow$ Refers to online marketing campaigns – involves digital communication.

$\Rightarrow$ Cost-effective – Minimal upfront cost

$\Rightarrow$ Forms of digital marketing include:

    $\Rightarrow$ Online videos

    $\Rightarrow$ Display ads

    $\Rightarrow$ Search engine marketing

    $\Rightarrow$ Paid social ads

    $\Rightarrow$ Social media posts

    $\Rightarrow$ Emails

    $\Rightarrow$ Web-based ads

    $\Rightarrow$ Text & Multi-media messages

Digital marketing strategies (cont)

$\Rightarrow$ Digital marketing specialization includes:

- Search engine optimization (SEO)

- Content marketing

- Social media marketing

- Pay-per-click marketing

- Affiliate marketing

- Native advertising

- Influencer marketing

- Email marketing

- Mobile marketing

Digital marketing strategies (cont)

⇒ Benefits of digital marketing

- Broader geographic reach

- Cost efficiency

- Quantifiable results

- Easier personalization

- More connection with customers

- Easier & convenient conversions

Digital marketing strategies (cont)

⇒ Strategy

- Set **S**pecific **M**easurable **A**chievable **R**elevant **T**imely goals

- Identify your audience

- Create a budget

- Select the digital marketing channel

- Refine marketing efforts

Digital marketing strategies (cont)

Contemporary framework intended to assist marketers in achieving their objectives:

1. Customer – Your customer is the BOSS of your business. Create accurate marketing personas and mapping the customer journey. This will help reaching the right audience and strengthen brand presence.

2. Content – The pillar of digital marketing. A high quality, unique content, innovative content structure and above all – latest search engine algorithm changes. The success mantra to a digital marketing project!

3. Context – Precision in placement & timing. It is essential to integrate keyword-rich and intent-based content seamlessly. Provide highly personalized content that resonates with the recipient.

4. Community – Unleashing the power of people. Customers hold more purchasing power and therefore the emphasis for personal engagement. Building a community is highly effective for establishing customer connections, fostering brand trust and loyalty and attracting robust leads.

5. Convenience – Building customer loyalty. It is very crucial to a brand's customer experience. eCommerce allows people to make purchases from home computers to smartphones & tablets while commuting, dining, or simply waiting. Convenience is a very crucial competitive advantage and a creative perspective allowing the project to deliver the message conveniently!

6. Cohesion – The unified marketing approach. A cohesive plan is essential to promote any business effectively. It involves delivering consistent service, maintaining content quality, and upholding brand values across all channels.

7. Conversion – The key metric for Digital Marketing success! After a successful digital market project, the most valuable performance indicator for this assessment is the conversion rate! Predicting success or identifying areas of improvement can enhance revenue..

Profile

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