



Steps to a Digital Strategy

A digital strategy describes **3** things

1



The VALUE you want to extract.

2



The things you'll DO online

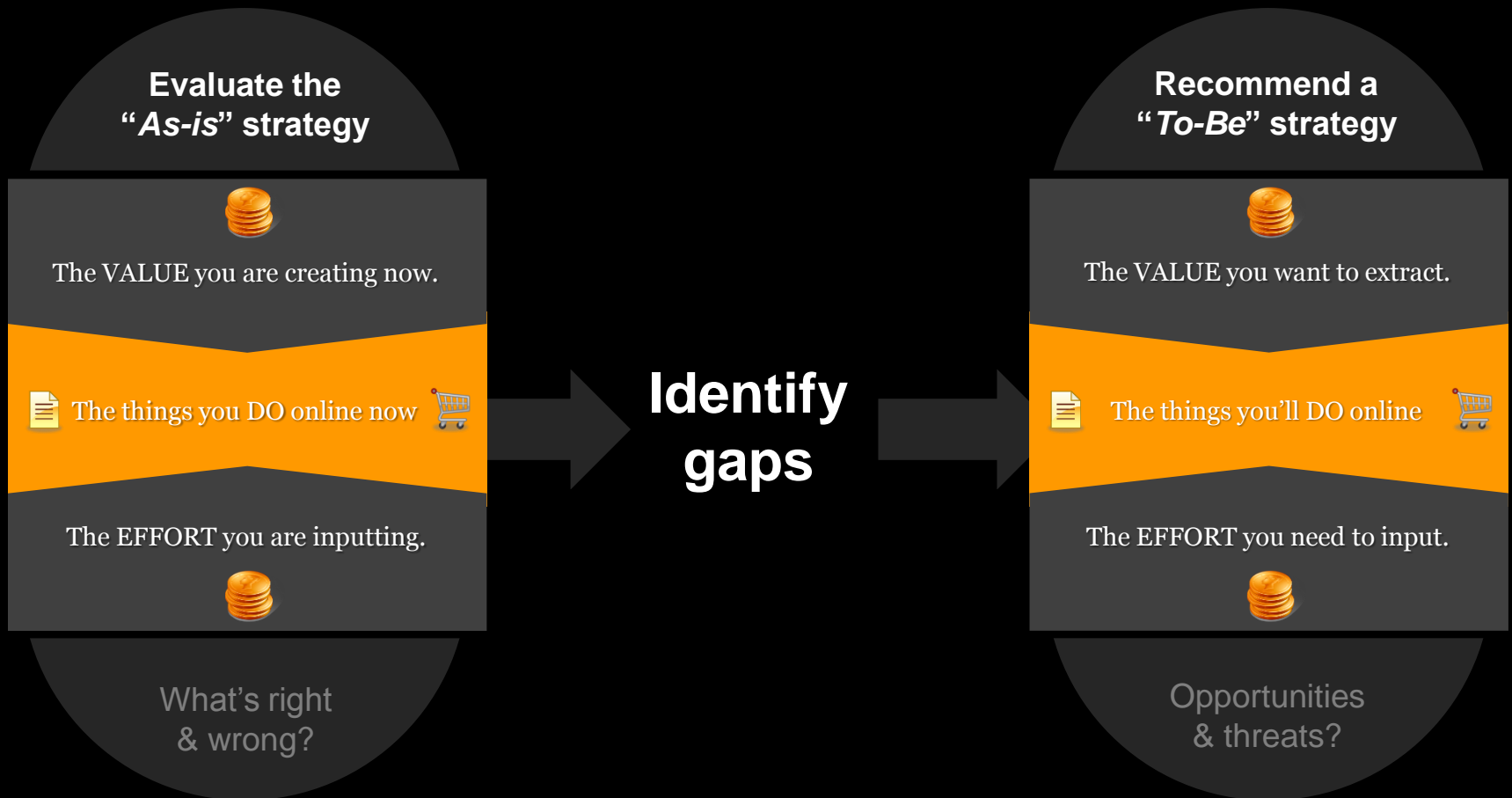


3

The EFFORT you need to input.



There are **3** phases for making a strategy



There are **3** main areas to research

Internally



What staff want



The VALUE you want to extract.



The things you'll DO online



The EFFORT you need to input.



Customers



What users want

Industry/Peers



What else is happening

There are **3** key outputs

SMART Goals



Where you want to get to

Roadmap



What will happen,
when, how & by whom

KPIs



How you'll know
when you succeed

This is the end of this short overview of **Online Digital Strategy** created by Shane Diffily.

The aim was to demonstrate the key elements from which a successful strategy is composed.

To create a Digital Strategy of your own, visit **www.diffily.com/services**

