



## Digital Strategy

We answer questions in order to shape a Digital Strategy alongside our costumers.

### WHAT?

What do we have to offer to the market? What products and/or services? What added value, differentiation?

### WHOM TO?

Who are our targets? Are there several targets? How do they behave online and on the physical shopping?

### HOW?

What short, medium and long term tactics we will adopt? What specific strategies? Actions that will only live online or multichannel?

### WHEN?

When do peak demands strike my business? Are there any consistent seasonalities? How shall we react to peak demands and demand cuts?

### WHERE?

Which media is best suited for our presence? Search, display, affiliation, social networks, blogs?

### Our method:

