



Digital Strategy

We answer your 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:

