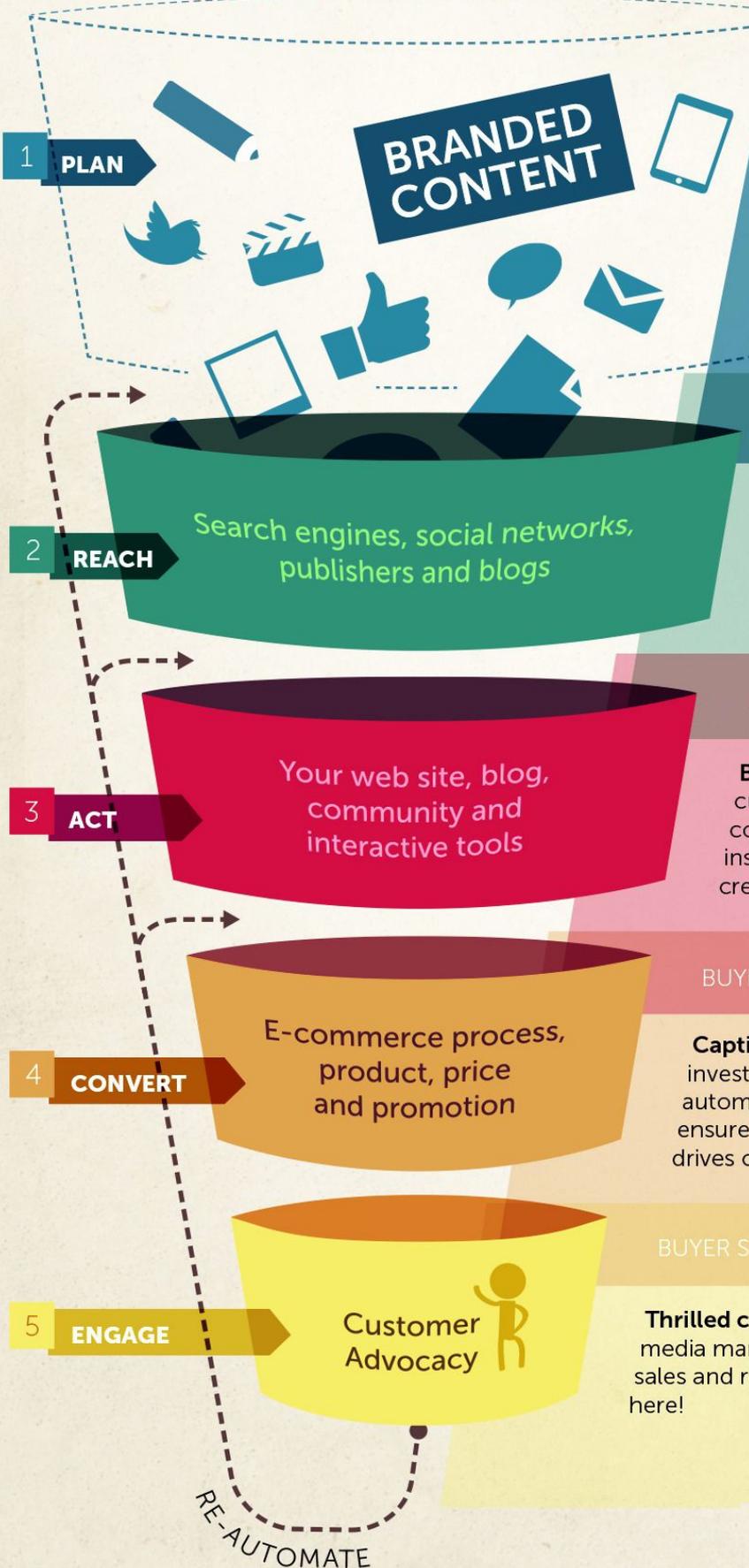


The Smart Insights RACE Planning System for Digital Marketing



Build an agile, strategic approach to digital marketing

Competition is fierce online. To win you need to **Plan, Manage** and **Optimize** digital channels against defined targets, SMART KPIs and a focused investment in content marketing, digital media and experiences. We believe an integrated digital strategy is essential to define new Segmentation, Targeting and Positioning for your online value propositions.

BUYER STAGE: **EXPLORATION**

Publish and promote your content, allow sharing to other outposts, networks and influencers. Draw people to your content hub...

- Key Measures:**
- Unique visitors
 - Value per visit
 - Fans/Followers

BUYER STAGE: **DECISION MAKING**

Be worth finding via clear customer journeys and a content hub that is relevant, inspirational, useful and creates leads.

- Key Measures:**
- Leads/Lead conversion rate
 - Time on site
 - Shares/comments/likes

BUYER STAGE: **PURCHASE**

Capitalize on marketing investment using CRO, marketing automation and remarketing to ensure contextual relevance drives conversion.

- Key Measures:**
- Sales (on and offline-influence)
 - Revenue/Profit
 - Average Order Value

BUYER STAGE: **ADVOCACY**

Thrilled customers are key to social media marketing, social proof, repeat sales and referral. Start your marketing here!

- Key Measures:**
- Repeat Purchase (Lifetime Value)
 - Satisfaction and Loyalty
 - Advocacy

BROUGHT TO YOU BY



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