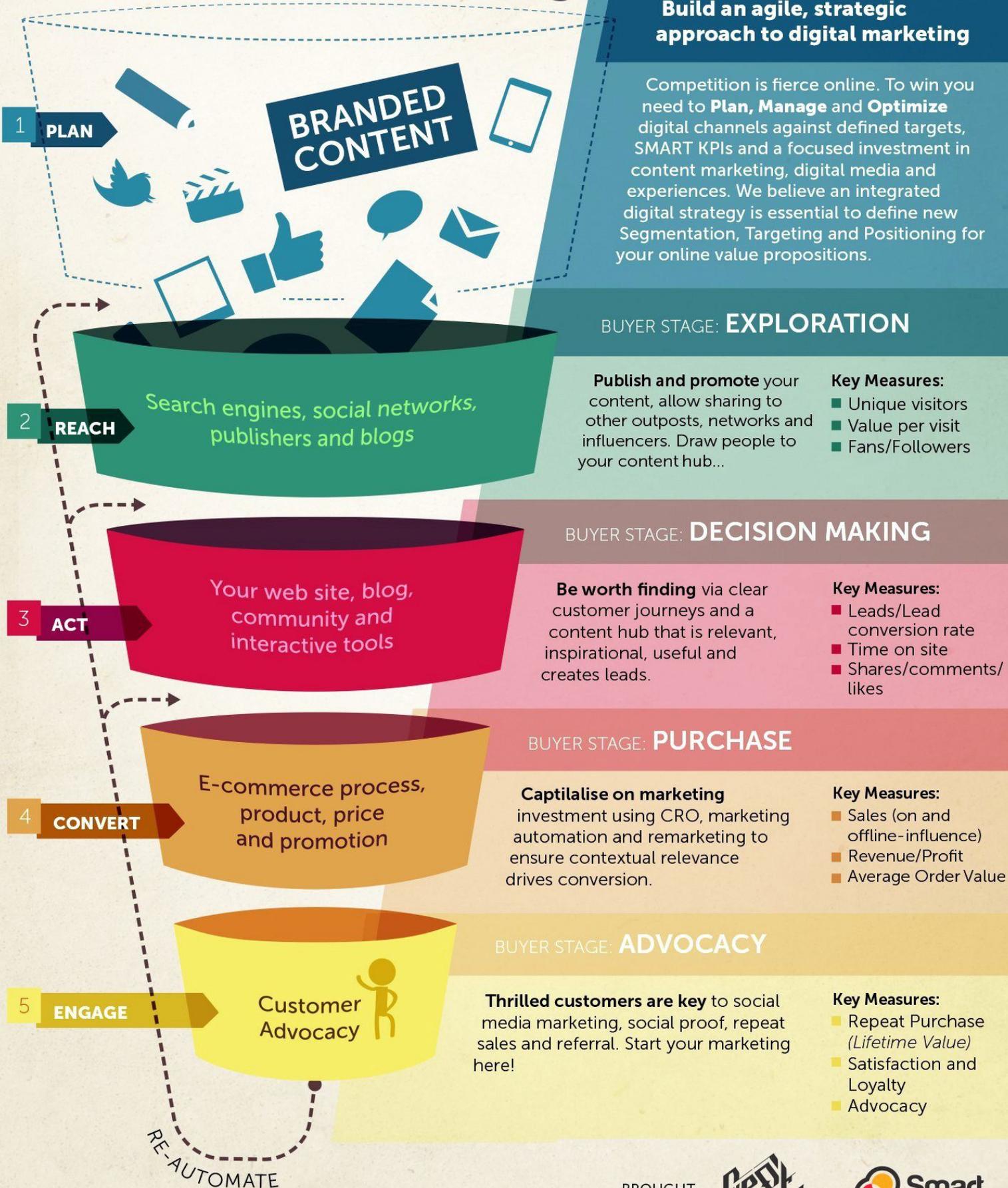


# The Smart Insights RACE Planning System for Digital Marketing



## 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

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