



# Digital Media Strategy



Whether your model is business to business or business to consumer, companies cannot ignore the impact digital media, communications and the virtual go-to-market channel. The latest research shows that over 62 percent of consumers will transact and procure goods and services over the internet and businesses will be at 85 percent. All too often companies jump on the latest trend only to find themselves later asking what should they do or where did they go wrong. Embarking on a digital market strategy as in any strategic plan requires you to step back and analyze scenarios, trends and customer information to better focus your efforts to be most effective in your execution.

Resources are scarce and the trend to a virtual economy is rapidly changing and red hot. You don't want to be late but then again you don't want to be wasteful and ineffective. SAGIN has worked with a variety of companies in both B2B and B2C models to develop and execute a focused digital market strategy creating a strategic plan with a tactical implementation that yields a measurable return on investment.

## SCOPE of SERVICES

SAGIN works with companies by creating cross functional teams including Marketing, Sales, Information Management, Finance and Operations to develop a solution and approach that not only focuses on the right target market but also works with the internal operations of the business to build, execute and deliver your products and services to the customer. SAGIN has worked with both product and services industries and in some cases based upon preliminary analysis created a whole new line of products/services which meets the new electronic market and compliments the existing brands.



An effective digital media strategy not only taps new markets and channels but also builds and extends the existing brand loyalty. Effective strategies need to be information centric and create a "stickiness" of service offering with the customer to

increase customer loyalty and switching costs.

Our scope is also holistic in nature in that it must include the perspective of existing processes, people and technology working together in your current business

environment. Incorporating all of these elements is necessary to create a seamless solution and approach to the market and servicing the customer.

## APPROACH

Our approach is a series of sequential phases which build upon each other to properly manage the effort and stay focused on objectives.



**Assess** – Requires performing the necessary market intelligence and segmentation of your market base. This can be geographic, demographic, industry, etc. This is then followed by assessing current capabilities and defining the "white space" of product/service offer and the approach.

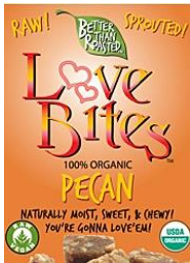
**Design** – This phase is the blue printing of the go-to-market strategy with visuals, graphics and functionality. The critical component in the design becomes the data model and the deployment approach.

**Build** – The development occurring in the build phase often overlaps into design with preliminary models. The build phase is the completion of development and market testing.



**Deploy** – This phase is critical in securing early adoption of customers and new markets. It requires different approaches whether you are deploying a transaction platform, subscription/content based site or an interactive system maintaining customer data and deploying levels of artificial intelligence.

## APPLICATIONS & CASE EXAMPLES



Niche organic consumer products company of food products for people with special dietary needs. This company develops products, sells and distributes to a specific market segment. The company wanted to develop a strong direct relationship with the customer to not only simplify the sale and deliver of

products but also allow the customer to collaboratively contribute to new product designs and innovations. Customer feedback/contributions were also linked with Twitter and Facebook applications to promote the products and customer loyalty and ultimately increasing sales and brand recognition more cost effectively than traditional marketing approaches.



A \$2 billion electronics and semiconductor manufacturer with global reach needed to better communicate and share information between manufacturers and government contractors.

The on-line system which was deployed allowed businesses to monitor component usage and replenishment and would recommend alternative replacement parts in select applications. The application also allowed created an on-line bidding application for new design work which other companies adopted the base application.



This global hotel and resort provider operating over 2,000 locations and having to tailor its services to 108 different market segments. SĀGIN and the client developed a comprehensive dynamic data warehouse with

feeds from multiple systems from reservations, travel, social media and loyalty accounts. The team designed various reporting tools to establish buying patterns and trending and fueled the company's various marketing programs. The key to the successful deployment was the system's ability to link to various feedback mechanisms from twitter and other social media accounts and other feedback mechanisms to further improve the company's marketing effectiveness and service offering.



This global media company wanted to integrate their data between movies and television to publications and print across their various demographics. The company first developed the digital media strategy to

discover the “white space” they can provide new services to both customers and advertisers on their networks and publications. They were essentially transforming into a data company using their customer reach and data capture mechanisms to generate valuable consumer feedback and market information. They are now integrating this data capture into interactive t.v., iPad applications and mobile devices to obtain greater real time data. This new data strategy helped them tap into a whole new market and revenue growth.

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*SĀGIN, LLC is a value driven management consulting firm. Comprised of experienced industry leaders, we serve our clients to achieve their goals. We bring a collaborative approach to our work and incorporate all stakeholders in the process identifying the value drivers to track and deliver results in the process. We are different.*



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