



The Complete 2020 Digital Strategy Guide.

Jeder Agency is a firm that focuses on redefining the digital presence of businesses through developing strategies, designing websites and optimizing them.

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INTERESTING STATISTICS IN THE DIGITAL WORLD

96%

When searching on mobile, 96% of people use Google.

66%

66% of emails are read on a smartphone or tablet.

57%

57% of marketing executives say on-page content development was the most effective SEO tactic.

91%

91% of all pages never get any organic traffic from Google, mostly due to the fact they don't have backlinks.

18%

18% of Facebook users only use the platform on a mobile device.

96%

In 2019, 52% of all worldwide online traffic came from mobile, 45% from desktop.

73%

73% of companies invest in design to differentiate their brand from the competition.

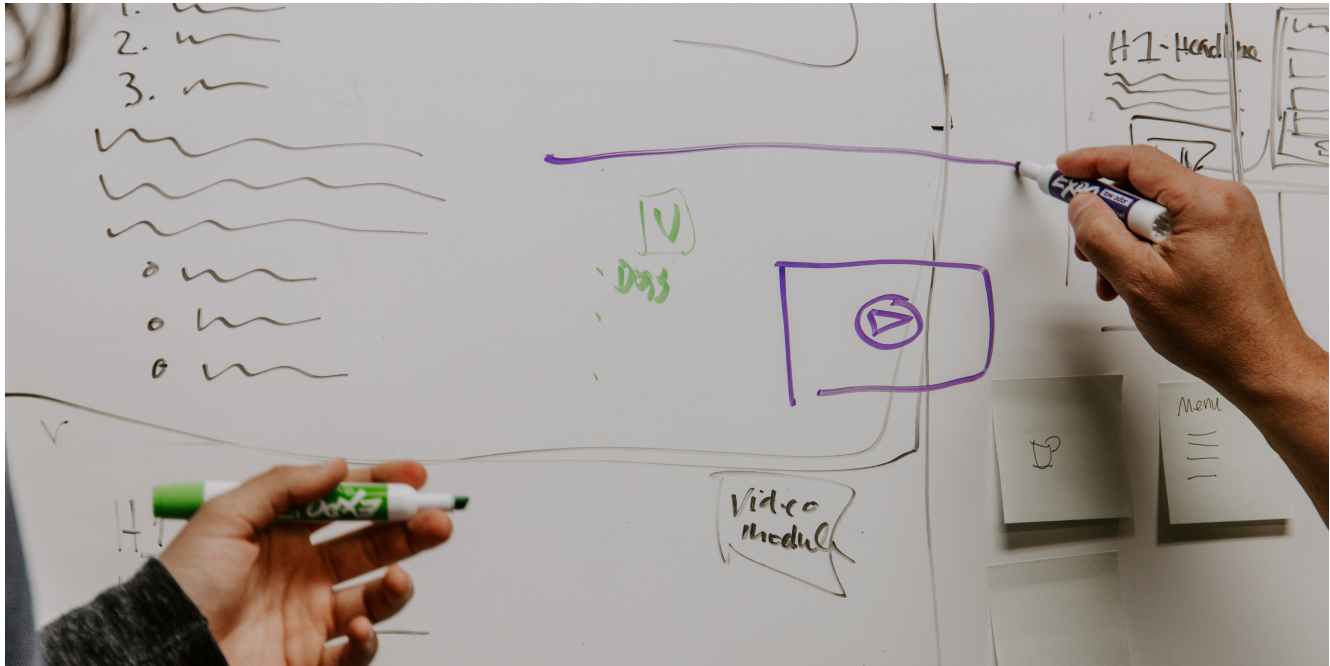
93%

93% of people have left a website because it didn't display properly on their device.

DIGITAL STRATEGY

A digital strategy is the establishment of a set of practices and goals that guide your long term digital objectives and operates across all digital channels that your customers use.

When it becomes a short term goal, then that's a tactic and not a strategy. Tactics are the different methods put in place to implement a strategy.

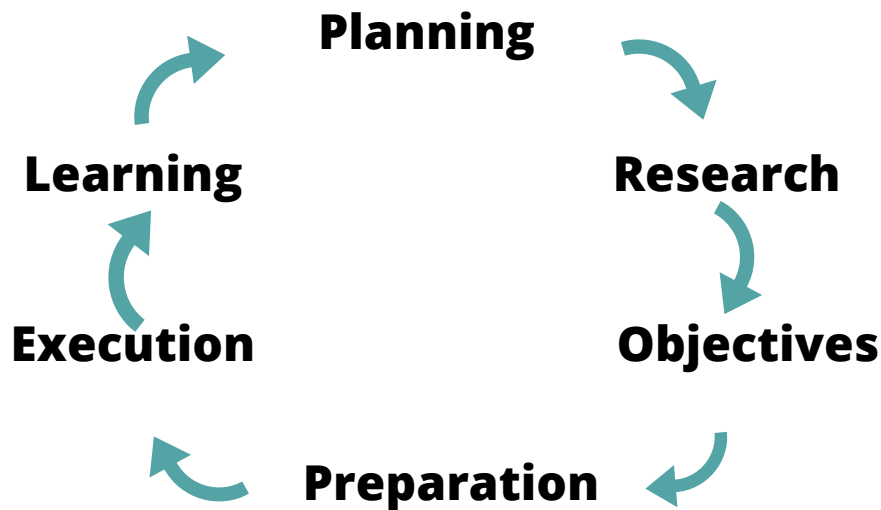


In addition to what has been outlined above, a digital strategy will include a blueprint of steps, processes and tactics used to increase your digital objectives such as creating and growing brand awareness and increasing the conversions of specific metrics such as sales, email sign ups, queries and downloads.

For every good strategy, there are six implementation steps involved. They include Plan, Research, Objectives, Prepare, Execute and Learn.

They form the famous PROPEL acronym. In this section, you will learn what these steps entail and how you can make a PROPEL model for your business.

**DIGITAL
STRATEGY**



- **Plan:** To establish the foundations of the campaign by careful planning, which involves consideration of budgets, resources, and requirements, etc.
- **Research:** To conduct a situation analysis, containing an assessment of your competitors, the size of the market and your current performance.
 - Some suggested research topics
 - Who are your competitors?
 - What is your target market?
 - Which channels do they use the most?
 - What is the marketing opportunity of the problem you are trying to solve?
 - SWOT Analysis
 - Keyword Research

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