CDA Masterclass: 12:10

Topics include branding, customer loyalty & engagement, lead generation, digital marketing and best practice when developing software platforms such as ecommerce websites and mobile apps.

This is the ideal masterclass for business owners, entrepreneurs, ecommerce managers, IT & software managers and marketing teams looking to grow their brand and business.

CDA

Challenges We Face

Challenges We Face
How do we get found?
It’s hard to succeed online with all the competition.

Challenges We Face

How do we engage & stand out?

We all have competition.

Challenges We Face

Web & digital is full of jargon.

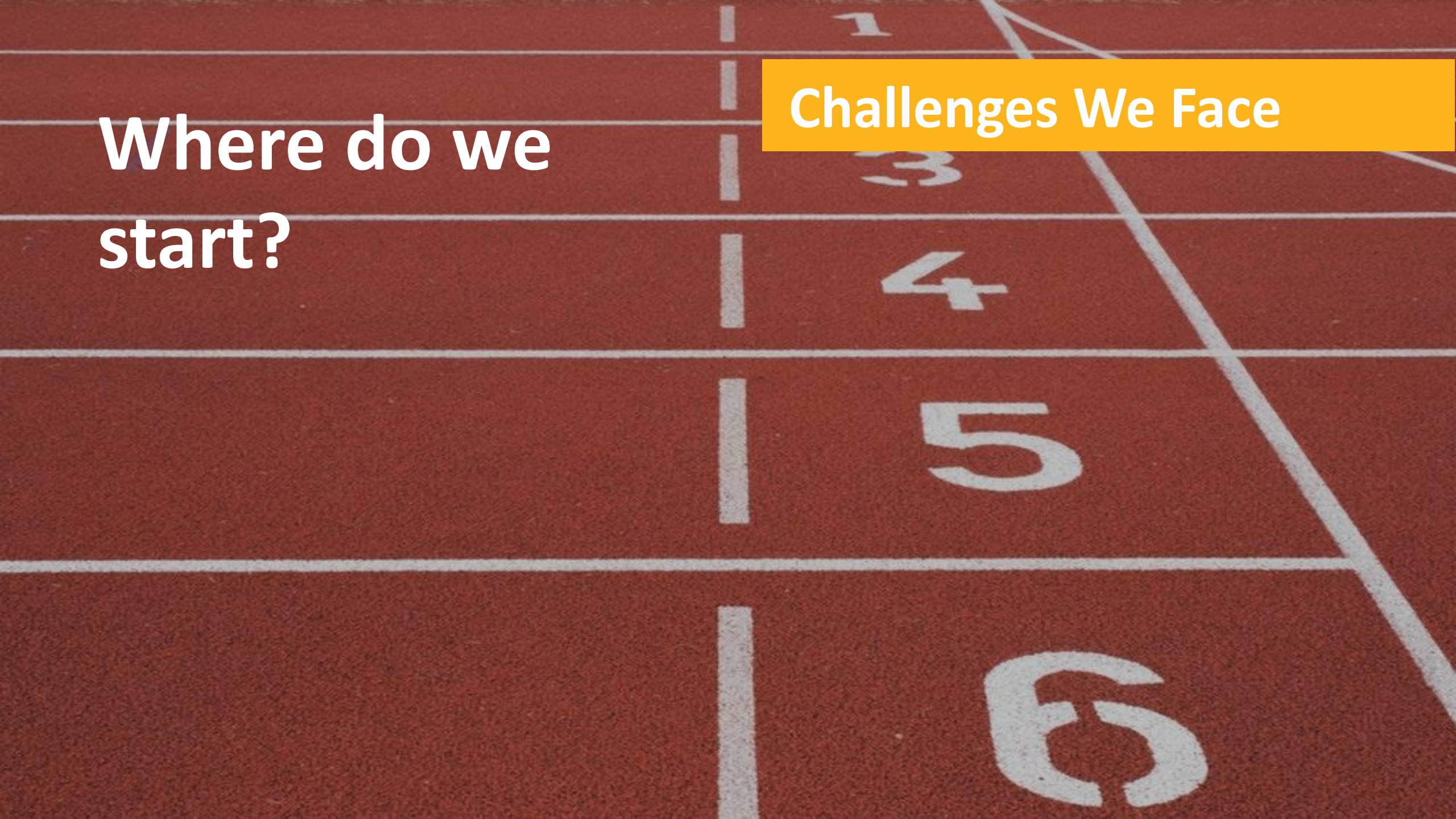
Hard to understand.

Challenges We Face

Marketing - so many channels.

Which marketing methods should we use?

Challenges We Face
Website & mobile app development.
Where do you begin?
Who's advice do you take?



Challenges We Face

Where do we start?

Branding

How do they buy into yours?

Branding

We know people buy into brands today.

Branding
Start with
WHY

Branding

Not my theory

- Simon Sinek -

Simon Sinek
September 24, 2010
New York, NY
Courtesy of BizTechDay

Branding

Why should anyone care?

Think about why your organisation exists.

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The Digital World

The Digital World
or
Is it?

The Digital World

Its getting there and it’s growing.

UK Online spend in 2016 was £650bn

Data = everyday life

The Digital World
Combining online/offline business.
These are the real winners!

Digital marketing is a combination.

Use multiple touch points, not just one.

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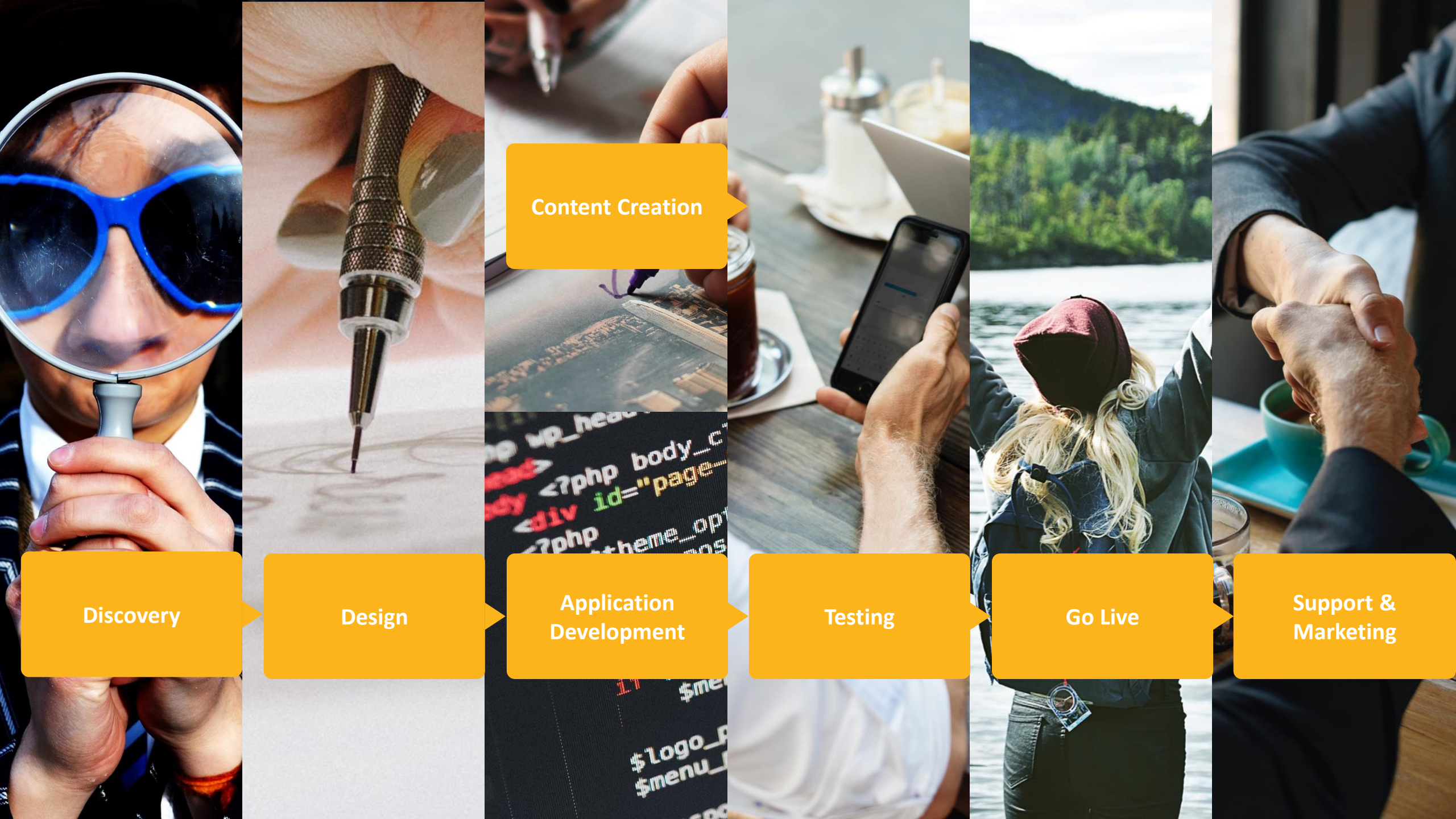
Software Development

Software Development

A worrying statistic.

70% of all software projects we won are less than 7 months old.

350k Wasted development!


Content Creation
Discovery
Design
Application Development
Testing
Go Live
Support & Marketing

Thank you for listening.

Any Questions?

Any questions please come and see a member of the CDA team on stand 1L16-K19

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