

Plan de développement commercial et de marketing de contenu

The slide illustrates an outline of content marketing plan which helps you set SMART objectives and strategies to achieve business growth. It covers aspects of customer lifecycle stage and aims, objectives, strategies, key performance indicators, timeline and responsible owners.



Customer lifecycle stage
and aims

Objectives

Strategies

Key performance
indicators

Timeline

Responsible owners

REACH <ul style="list-style-type: none"> Increase brand awareness Increase visit's on company's platforms 	<ul style="list-style-type: none"> Increase new monthly visit's to website by 30% Add text here 	<ul style="list-style-type: none"> Develop a resource center consisting free long form relevant content 	<ul style="list-style-type: none"> % of new organic visits to website 	<ul style="list-style-type: none"> By the end of Q4 	<ul style="list-style-type: none"> Marketing & content department
AQT <ul style="list-style-type: none"> Increase engagement ratio 	<ul style="list-style-type: none"> Reduce average cost per lead by 10% Generate lead from each white paper created Add text here 	<ul style="list-style-type: none"> Develop an influencer program Plan social media distribution for white papers Add text here 	<ul style="list-style-type: none"> Number of leads per white paper created 	<ul style="list-style-type: none"> By the end of Q3 	<ul style="list-style-type: none"> Marketing department
CONVERT <ul style="list-style-type: none"> Increase conversion rate 	<ul style="list-style-type: none"> Increase lead conversion rate from 10% to 15% Add text here 	<ul style="list-style-type: none"> Create user funnel assets (e.g. guiding videos) Integrate technology to optimize retention Add text here 	<ul style="list-style-type: none"> Lead to customer conversion rate 	<ul style="list-style-type: none"> By the end of Q4 	<ul style="list-style-type: none"> Sales and marketing department
RETENTION <ul style="list-style-type: none"> Add text here 	<ul style="list-style-type: none"> Add text here 	<ul style="list-style-type: none"> Add text here 	<ul style="list-style-type: none"> Add text here 	<ul style="list-style-type: none"> Add text here 	<ul style="list-style-type: none"> Add text here
LOYALTY <ul style="list-style-type: none"> Add text here 	<ul style="list-style-type: none"> Add text here 	<ul style="list-style-type: none"> Add text here 	<ul style="list-style-type: none"> Add text here 	<ul style="list-style-type: none"> Add text here 	<ul style="list-style-type: none"> Add text here

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Visioneering Plan De D

Sebastian Brünink



Visioneering Plan De D:

Visioneering Jan Wokittel, 2024-02-23 Viel wird über den digitalen Wandel und die Notwendigkeit gesprochen dass sich Unternehmen anpassen müssen wenn sie auch in Zukunft erfolgreich sein möchten Ausgelöst durch neue technologische Möglichkeiten stehen nicht nur Unternehmen sondern jeder Einzelne von uns vor der Herausforderung sich immer wieder neu erfinden zu müssen Veränderungen passieren nicht mehr linear sondern sie kommen exponentiell auf uns zu Doch wie kann man darauf reagieren Die Zukunft ist immer weniger plan und vorhersagbar Unternehmensinhaber innen und Führungspersonen fragen sich was sie genau tun können um sich und ihre Mitarbeitenden darauf vorzubereiten Welche Elemente sind für ein innovatives Unternehmen das die Zukunft gestalten möchte wichtig Was können Unternehmen ganz konkret tun um sich auf diesen kontinuierlichen Wandel vorzubereiten Bisherige Veröffentlichungen über den digitalen Wandel zeigen die Bedeutung für Unternehmen auf Sie erklären aber zu wenig in welchem Gesamtkontext Maßnahmen in Unternehmen ergriffen werden sollten noch bieten sie zu wenig praxisnahe Handlungs- und Umsetzungstipps an Jan Wokittel beantwortet in Visioneering Vision Engineering alle wichtigen Fragen anhand von fünf essenziellen Puzzleteilen Sie erfahren mit welchen Tools und Methoden jeder Einzelne von uns den Wandel gestalten kann Als Toolbox für den Wandel enthält Visioneering eine umfangreiche Sammlung an Tipps und Methoden zum sofortigen Anwenden und Ausprobieren im eigenen Unternehmen

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