

## Implementing a Successful Digital Strategy

*Ensure Digital Planning is Holistically Designed and Effectively Implemented*

Establishing a digital strategy has long been a pivotal part of business success. It's no longer an option to know how powerful digital tactics can be: as leaders, it's more important than ever to be prepared for all that's possible in an online environment.

This program builds competencies for designing, implementing and measuring a digital strategy that you can apply immediately in your organization. Develop innovative digital solutions to rapidly evolving issues. Build community with internal and external customers. Apply reliable metrics to ensure the strategy is delivering a return on your digital investment.

### Online Program Format

Online sessions are highly interactive, enabling you to network with peers, brainstorm ideas and work through an applied practice problem. You will receive feedback and guidance as you navigate through the content.

### Takeaways

- Understand the necessary components of a complete digital strategy
- Design your digital strategy to account for both proactive and reactive digital activities
- Establish a timeline to execute the plan day to day
- Champion a digital strategy across your organization
- Use measurement to secure support and track your digital strategy's impact
- Optimize your organization's digital ROI

### Audience

This workshop is for professionals responsible for designing and implementing digital strategies that enhance internal and external communications for an organization.

## Program Content

### Module 1: The Digital Business

- How business models and digital strategies have evolved
- Characteristics of disruptive thinking and how it is impacting businesses today
- Designing a digital strategy starting with a SWOT analysis

### Module 2: Customer Journeys

- Building your digital strategy with user personas and empathy mapping to create reliable and realistic representations of your key customer segments
- Evaluating customer touchpoints along the entire customer journey, from start to finish
- Developing metrics for assessing customer touchpoints

### Module 3: Internal and External Considerations

- Building a community inside and out to strengthen staff and customer engagement
- Developing an employee advocacy strategy to amplify your organization's values, brand and products/services resulting in market engagement

### Module 4: Digital ROI

- Implementing processes to measure your digital strategy success
- Analyzing quantitative and qualitative ROI
- Presenting analyzed ROI data and setting strategies for refinement and continuous improvement

## Program Leader

**Rachel Segal** has spent many years at the intersection of digital communications, product strategy and project delivery. She currently leads a social impact agency specializing in strategy, branding, digital and marketing solutions for non-profits and purpose-driven companies. Formerly she worked as a Senior Digital Strategist, helping organizations around the world to design and deliver engaging digital campaigns that empower people and platforms.

## To Register

Executive Education

[www.sauder.ubc.ca/executive](http://www.sauder.ubc.ca/executive)

Tel. 604.822.8400 (toll-free 1.800.618.3932)