

# EAST COAST CATALYST

**Digital Strategy & Marketing Audit<sup>(SM)</sup>**

**Product Background & Information**

Prepared by East Coast Catalyst  
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# Table of Contents

- I. Background & Description**
  - a. Why a digital strategy audit?
  - b. Questions answered through an audit
  - c. Who can benefit from an audit
  - d. The digital strategy challenge
  - e. ECC philosophy & tactical model
  
- II. Digital Strategy Assessment**
  - a. Top-line review of aggregate digital alignment & contributions
  
- III. Digital Asset Audit**
  - a. Expert assessment of market-facing platforms & infrastructure systems
  - b. Websites, communities, CMS, ecommerce, analytics
  
- IV. Interactive Marketing Assessment**
  - a. Overall traffic & performance
  - b. Tools & techniques: search marketing (paid & organic), email, display, social media
  
- V. Competitive Landscape Review**
  - a. Performance review vis-à-vis top three competitors
  
- VI. Key Findings & Roadmap**
  - a. Critical findings & takeaways; recommendations for next steps

# Why a Digital Strategy Audit?

Since few companies have established Chief Digital Strategist offices, most rely on “digital” to be successfully addressed by mid-level managers throughout functional areas of an organization; as a result, a sprawling maze of disjointed digital operations and spending are the norm.

A Digital Strategy & Marketing Audit<sup>(SM)</sup> audit provides senior managers with the analysis and insights needed to formulate effective digital strategies.



## Key Features & Benefits

- A detailed and research-based analysis of digital ecosystems and strategies – from an independent and objective expert
- A structured approach for understanding digital strategy performance vis-à-vis direct competitors and best practice companies
- An understanding of digital strategy cost structures and ROI
- A method for prioritizing and re-balancing digital investments
- A first step towards using digital strategy to optimize competitiveness

# Why a Digital Strategy Audit? *(continued)*

## Questions Addressed By an Audit:

- **What** is the company's aggregate digital asset inventory, associated costs for maintenance and optimization, and ROI?
- **How much** is the company spending on its digital strategy and how do its investments compare with the competition and best practice companies?
- **Where** are the company's digital strategy strengths, weaknesses, opportunities and threats (S.W.O.T.)?



**Summary: A digital strategy and marketing audit provides senior managers with the quantitative and qualitative analysis and information to inform intelligent digital strategies that drive competitive advantage.**

# Why a Digital Strategy Audit? *(continued)*

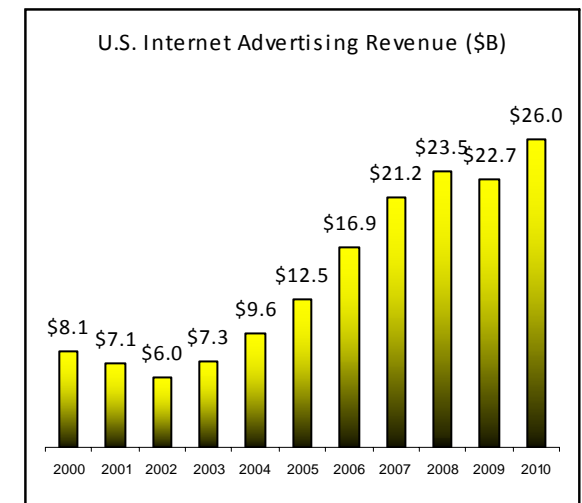
## Who Can Benefit From An Audit:

- **Marketing Directors** who need to make a case for digital marketing budget increases
- **VPs-Marketing** who want a second opinion on agency recommendations & spending
- **General Managers** with broad management responsibilities who need to understand the comprehensive digital marketing function
- **Non-marketing executives** who have management or financial responsibility for digital marketing activities & expenditures
- **Entrepreneurs** who need to formulate and execute digital marketing strategies – fast
- **Committees** that are considering investments in digital marketing programs (website, media buy)



# The Digital Strategy Challenge

Given the explosion of the digital sector over the past decade, it's no wonder that many organizations now find themselves with sprawling and unmanageable interactive ecosystems. Spending on online programs continue to rise – and for good reason, because they work – but investments in corresponding management and optimization activities have lagged. A Digital Strategy & Marketing Audit<sup>(SM)</sup> is a smart first step for organizations seeking to take their digital programs to the next level.



Source: Interactive Advertising Bureau & PwC

An audit allows companies to rapidly acquire a detailed understanding of their digital ecosystem and assets, investment dollars at work, and competitive strengths and weaknesses. An audit is the ideal first step before embarking on a new website overhaul or digital strategy planning process – both of which require significant capital expenditures. Without a baseline set of understanding in place, it's impossible to establish future plans and measure ongoing performance and return-on-investment.

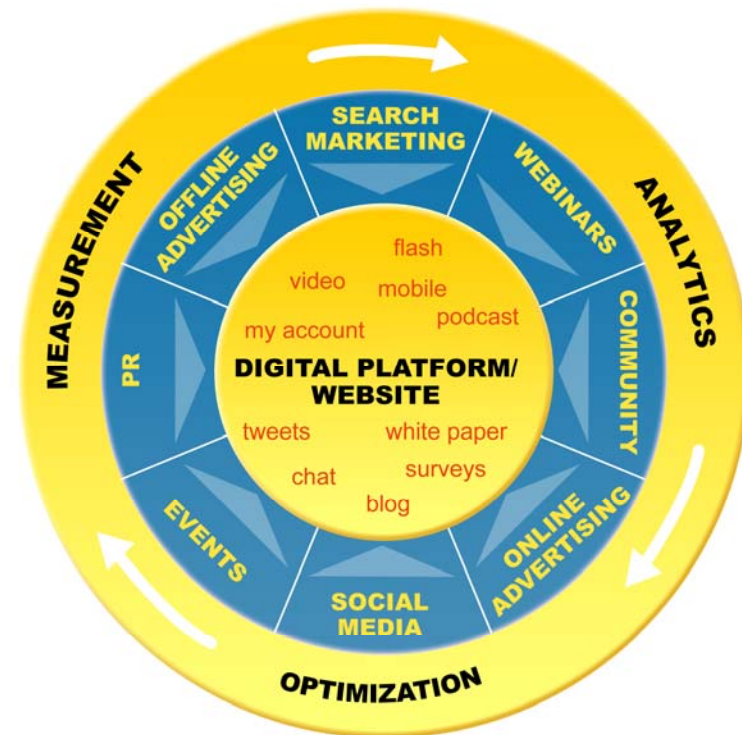
# ECC Philosophy & Tactical Model

We at ECC believe digital strategy has emerged unequivocally as a source of competitive differentiation across all industries. At the same time, the interactive industry continues to evolve rapidly, which makes setting and executing strategy increasingly challenging.

From a tactical perspective, an organization's digital ecosystem should incorporate a variety of online and offline tactics that – working in an integrated manner – support the underlying goals of a company's corporate, marketing and communication strategies.

This figure illustrates a hub-and-spoke model that is relevant for most organizations pursuing a multi-faceted digital strategy.

For more background and information about our philosophy, please see our [Defining An Interactive Roadmap](#) white paper.



# Digital Strategy Assessment Approach

## What It Is

We gather information about an organization’s corporate, business unit, and marketing strategies, and evaluate digital programs to determine alignment.

## Why It’s Important

If you don’t know where you’re going, any road can get you there. “Digital” - as a category - is a useful and growing capability, but at most companies it should be used in primarily a support role. Digital tactics can be used in nearly every functional area of an organization to improve performance, but needs to be analyzed in that context.

## Key Questions Answered

Are digital operations supporting critical business goals? How do digital investments correspond to corporate priorities, and what adjustments can/should be made to realize alignment? How do digital strategies measure up against the competition?



# Digital Asset Audit

## What It Is

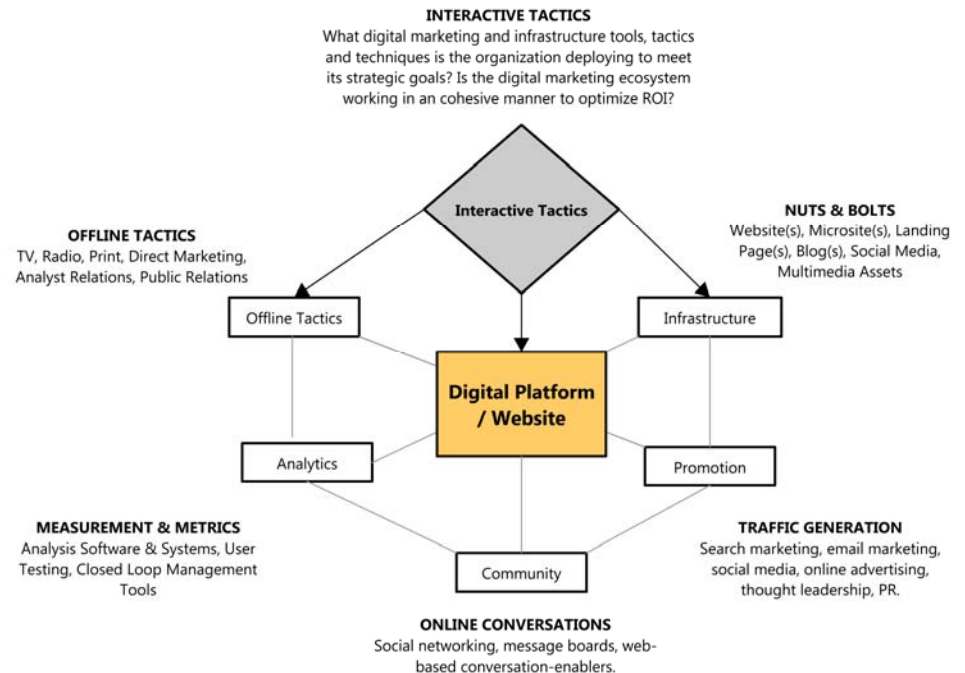
Digital ecosystems have sprawled over the years as organizations have invested aggressively in online activities. Managing the labyrinth has become exceedingly difficult.

## Why It's Important

Digital ecosystems are getting more complicated, not less so, and an audit highlights inefficiencies, gaps, and management oversight misalignment (e.g., the IT function managing websites).

## Key Questions Answered

How comprehensive is the infrastructure? How compelling is the user experience? How much is being spent across the system? Where are there opportunities for cross-pollination or redundancies?



# Interactive Marketing Assessment

## What It Is

The primary components of a digital ecosystem are interactive assets (websites, microsites, etc.) and online promotional programs - which typically consist of search marketing, email, display advertising, and—increasingly—social media such as Facebook, Twitter, and LinkedIn.

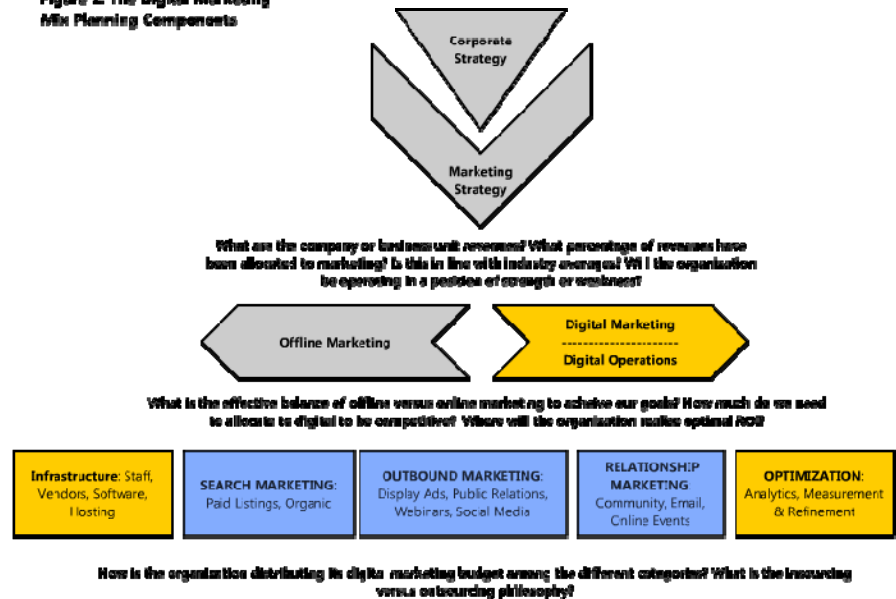
## Why It's Important

As companies increase digital advertising activity, it becomes increasingly challenging to make sense of the varied interactive marketing tactics at work.

## Key Questions Answered

What programs are being pursued and why? how much is being spent? How is investment and performance relative to direct competitors and best practice companies?

Figure 1: The Digital Marketing Mix Planning Components



# Competitive Landscape Review

## What It Is

Companies often viscerally understand that they are at a competitive disadvantage, but have difficulty quantifying it. The competitive landscape review is targeted at providing structure around digital competitiveness.

## Why It's Important

Broad-based market statistics and norms are typically useless when it comes to understanding digital strategy effectiveness; the only analysis that usually matters is performance relative to core competitors and relevant market leaders.

## Key Questions Answered

How your company's digital assets, online marketing efforts, levels of investment, and interactive strategies stand up against the competition.

CLIENT	COMPETITOR SET
<b>DIGITAL ASSETS</b>	
Website(s)	
Blog(s)	
Community(s)	
Content Value	
<b>FEATURES &amp; FUNCTIONALITY</b>	
Engagement & Personalization	
Ecommerce	
Demonstrations	
Multimedia	
<b>ONLINE MARKETING</b>	
Search engine performance	
Email & outreach	
Display advertising	
Social media	
Facebook	
Twitter	
LinkedIn	
<b>OVERALL PERFORMANCE</b>	
General presentation & affect	
User experience & ease of use	
Engagement & stickiness	

# Key Findings & Roadmap

## What It Is

Audit-related information and analysis are delivered in report format, and include a 'key findings and roadmap' section, which provide high-level recommendations for taking action to improve the organization's digital strategy.

## Why It's Important

Identifying problems is important; offering solutions is invaluable.

## Key Questions Answered

Now that we know our strengths and weaknesses, how do we go about making improvements?

## Critical Next Steps

Develop a detailed *Digital Vision* for the organization.



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### **About East Coast Catalyst**

East Coast Catalyst, Inc. is a digital strategy management consulting firm. Located in Boston, the firm's mission is to help client executives optimize their companies' performance through the strategic application of digital tools and techniques. ECC's core offerings include digital strategy and planning, creative and user experience strategy, and digital platform management and optimization, as well as the flagship Digital Strategy & Marketing Audit<sup>(SM)</sup>. The firm was founded by two industry veterans – Tim Bourgeois and David Polcaro – who each rely on more than a decade of experience delivering digital strategy, implementation, and interactive platform optimization services to globally recognized brands and emerging companies across all major industry sectors. For more information contact East Coast Catalyst at 617-314-6400 or visit [www.eastcoastcatalyst.com](http://www.eastcoastcatalyst.com).