

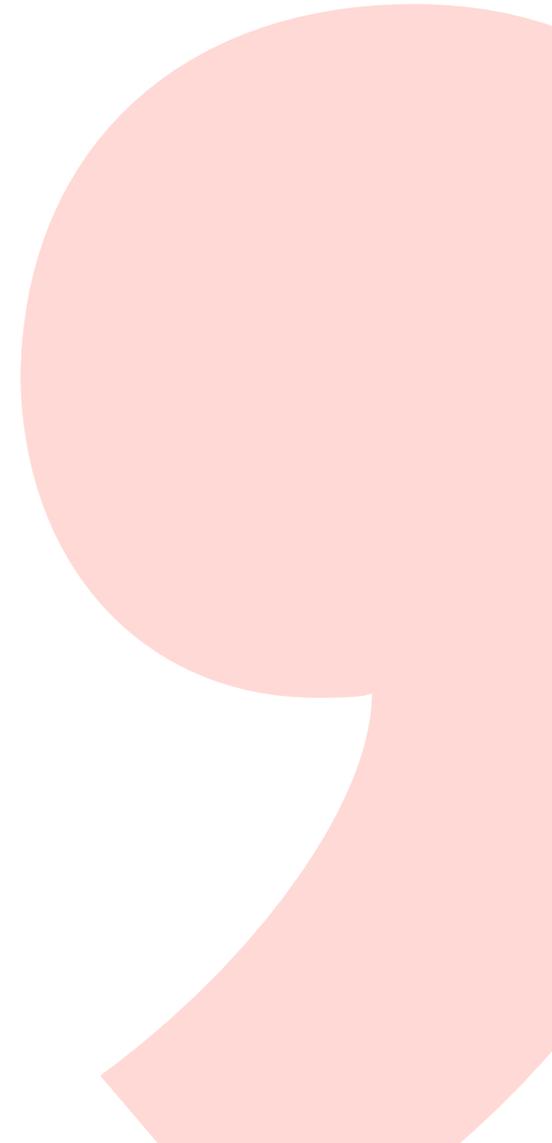
# Strategy.

# Introduction

Businesses struggle to stand out among their endless competitors and get their brand noticed by consumers around the world, which is why getting the right message to the right customer at the right time is crucial.

In today's widely fragmented and competitive market, several brands around the world are looking for the most creative ways to convey their message and tell their story. Be it through user experience, SEO or social media, many businesses seek to humanise their brand and effectively engage with their desired target audience.

Reaching those all-important touch points requires brand-specific strategies and tactics.



# What is digital content?

Digital content is all the textual, visual or aural content that forms part of the user experience on different media and platforms. This includes text, images, sounds, videos and even animations. In other words, content is everything you find online.

Content is what must be flawlessly managed.



## Why is it essential?

Businesses are wrestling with a convergence of changes that upend familiar tactics always used to communicate with prospective or current customers.

A growing, diversifying demographic, the adoption of interactive technology and evolving media consumption habits have altered how consumers get information, as well as how they perceive branded communication messages. Consumers today are bombarded with more adverts and messages than ever before, with the impact of more traditional channels becoming somewhat diluted.

Content should be of high quality and relevance. It should satisfy user intent; provide a positive experience and be practical enough to move users towards a conversion.



# What is digital strategy and why do we all need it?

Content strategy, marketing strategy, social media strategy,... What does all of this mean and why does your brand need it?

Bob's your uncle creates customised digital strategies, fusing design, content, marketing and translation strategy whenever needed, all in one. Streamlining the message approach.

Digital strategy is the application of digital technology to business models to form new business and differentiate capabilities. In layman's terms, it is basically a business strategy for success in the digital world, that is, today's world.



Content strategy is a sub-discipline of User Experience (UX), which influences people's experience with a brand; defines the design of a website or app and how it should be structured. This creates a framework for copywriters and content curators to define the main themes and topics, messaging priorities, as well as content length based on its purpose and target audience characteristics. It makes it clear who the message is for, what is trying to be achieved and how effectively articulated it is in the content.

On the other hand, content marketing helps people make decisions or solve problems at different points of their experience with the brand. When purchasing a product or service, customers generally prefer to buy from a credible brand rather than from a never-before-heard-of one.

Trust plays a major part in every consumer's final purchasing decision, and content marketing is the only way to create a signature style that builds recognition and conveys a brand's personality.

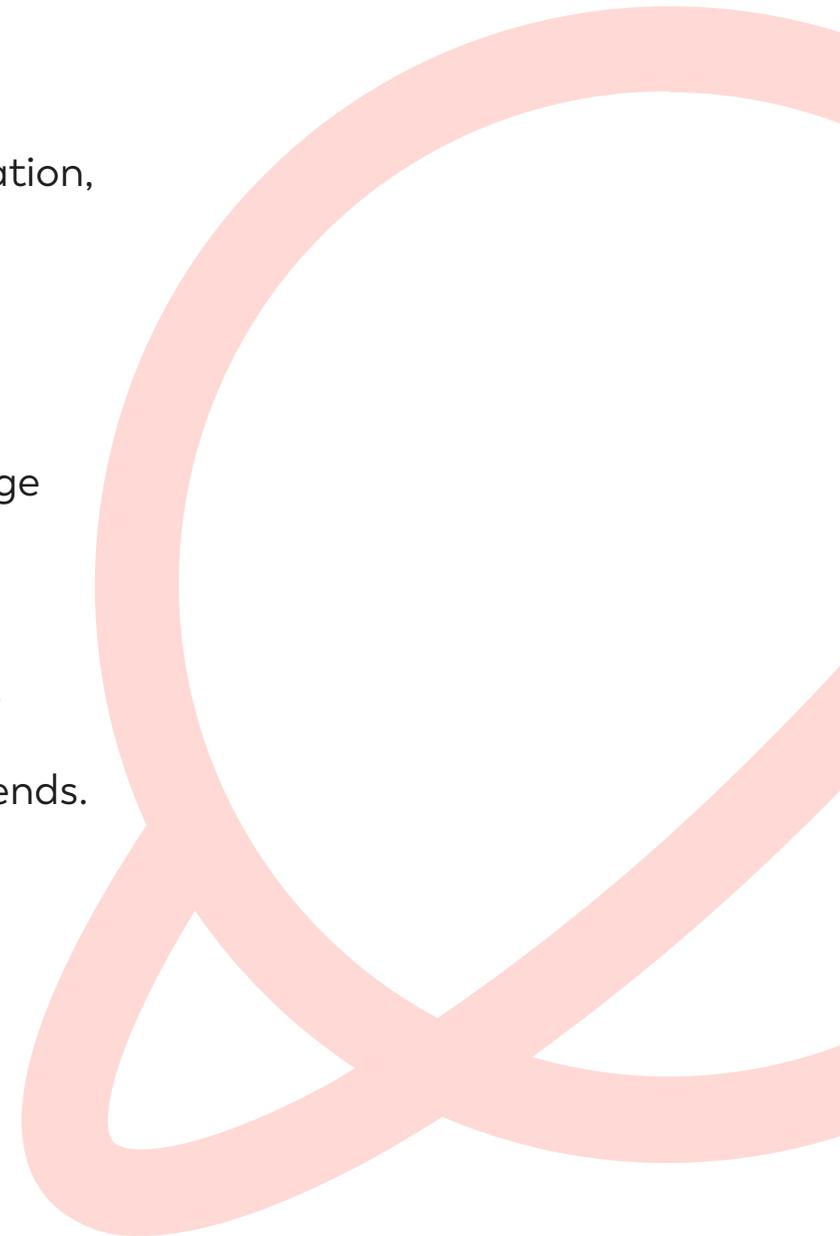


A digital strategy defines the development, planning, creation, delivery and management of the brand's digital mark. It is a map to your most cherished goals; without it, you're a rudderless ship sailing into the abyss.

A solid strategy is key to delivering a compelling user experience, whether you're a small business website, a large e-Commerce or an app with global reach.

We personalise it to your specific goals, whether it be to:

- Draw traffic to your website and social media accounts.
- Boost your performance on search results pages.
- Give audiences the opportunity to share it with their friends.



It provides you with the capacity to resonate more powerfully with your audience because it is carefully tailored to their needs and interests. It is a way to show off your brand's personality and what there is to offer without being overtly promotional, building brand trust amongst your users in the long haul.

Apple, the highest-valued company in the world based on stock market capitalisation, is planning to invest over \$1 billion in original content. If they do it, it is even more so important that the rest of us do it too.

Nowadays, every brand with or in need of an online presence should have the following:



- A solid branding that embodies their values, mission and objectives
- An app and/or website that's optimised for desktop, mobile and tablet, and which follows user experience best practices in accordance with design trends and customer psychology for each market
- A content guide, including a tone of voice and comprehensive SEO strategy
- A marketing plan and editorial calendar based on the best distribution channels and techniques for every industry and market
- A proper localisation strategy to adapt both the design and content to each market
- Marketing tools to monitor data and analyse each digital action
- Other initiatives such as: PR, communication plan, online sales, etc.

To execute all of these steps successfully, having a comprehensive, customised digital strategy is essential.



A basic digital strategy usually includes:

BRANDING AND CORPORATE IDENTITY  
USER EXPERIENCE BEST PRACTICES  
WEBSITE AND APP OPTIMIZATION  
MISSION, VALUES & OBJECTIVES  
COMPETITOR ANALYSIS  
CONTENT AUDIT  
TARGET PERSONAS  
CONTENT TYPES  
SEO BEST PRACTICES AND KEYWORDS  
TONE OF VOICE  
CONTENT STYLE GUIDE  
LIST OF MARKETS AND INTERNATIONALISATION KIT  
GLOSSARY OF TERMS  
TRANSLATION STRATEGY AND PROCESSES  
MARKETING PLAN  
DISTRIBUTION CHANNELS  
MARKETING CALENDAR  
ANALYSIS STRATEGY



**What's  
your brand  
missing?**

**BOB'S YOUR  
UNCLE**