

DIGITAL MINDSET

DIGITAL STRATEGY

DIGITAL EXECUTION

1

Ask what would the right brand, doing the right thing that is worthy of evangelism do before doing anything digital?

6

Find the moments that matter to your customers and show up with the info they need to solve their issue.

11

They ask and you answer is the best way to think about inbound marketing and build trust and increase SEO value.

2

Never start with a blank slate as amazing digital being created everyday that you can learn from.

7

The simple answers is rarely the best and you need to push your thinking before rushing to the easy answer.

12

People need social proof before they buy, and your marketing should use it everywhere.

3

You must pay the price and get to know your customers and culture to be in the conversation.

8

You can't get different results, if you don't think differently about digital or you'll wind up in the generic middle.

13

Email is a privilege not a right and delivers the highest ROI, so respect the recipient before hitting send.

4

Cloning your best customer based on CLV is the fastest way to grow a brand.

9

Not everything that makes sense works and not everything that works makes sense, so experiment relentlessly.

14

You should only create content so useful and valuable people would be willing to pay for it.

5

People buy with emotion and justify with logic, so don't rely on dashboards or metrics alone and trust your wits.

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Context determines how people think, behave and act and should be used to show customers why us and build value.

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Make everything in digital frictionless and you work to remove any frustration across every touchpoint.

The Digital 15 Recommended Books And Authors

			
			
			
			