

THE DIGITAL 15

The Operating Principles To Do Digital Right

DIGITAL MINDSET

1

Ask what the right brand, doing the right thing that is worthy of evangelism, does before doing anything digital.

2

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

3

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

4

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

5

People buy with emotion and justify with logic – don't rely on data alone and trust your wits and find real insights.

DIGITAL STRATEGY

6

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

7

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

8

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

9

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

10

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

DIGITAL EXECUTION

11

"They Ask, You Answer" is the best way to think about inbound marketing build trust and increase SEO value.

12

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

13

Email is a privilege, not a right and delivers the highest ROI, – know the recipient's needs before hitting send.

14

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

15

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

THE DIGITAL 15

The Operating Principles To Do Digital Right (AI Edition)

DIGITAL MINDSET	DIGITAL STRATEGY	DIGITAL EXECUTION
<p>1. Ask what the right brand, doing the right thing that is worthy of evangelism does before doing anything digital. AI can analyze customer data and feedback to understand what aligns with their values and preferences to guide digital strategies that resonate with customers and make the brand more worthy of evangelism.</p>	<p>6. Find the moments that matter to your customers and show up with the info they need to solve their issues. AI can identify touchpoints and use predictive analytics to show up with timely and relevant information, thereby solving customer issues and enhancing their experience at these pivotal moments.</p>	<p>11. “They Ask, You Answer” is the best way to think about inbound marketing <u>build trust and increase SEO value.</u> AI can be used to identify questions and provide detailed and personalized answers for each to build trust and increase SEO value for every ask.</p>
<p>2. Never start with a blank slate as amazing digital being created every day that you can learn from. AI can gather and analyze data from various digital sources and show what others have done when faced with similar problems as well as create a digital swipe file of ideas and inspirations.</p>	<p>7. The simple answers are rarely the best <u>and you need to push your thinking before rushing to the easy answer.</u> AI can provide sophisticated and data-driven insights that encourage a deeper understanding of customer needs and behaviors as well as serve as a brainstorm partner for inspiration.</p>	<p>12. People need social proof before they buy, and your marketing should help create it and use it everywhere. AI can collect and present social proof effectively and dynamically across various digital touchpoints, instilling confidence in potential customers and strengthening brand trust and credibility.</p>
<p>3. You must pay the price and get to know your customers and culture to be in the conversation and spot trends. AI can analyze data and cultural trends, enabling brands to understand and better and stay in sync with evolving preferences and cultural shifts, ensuring they remain part of relevant conversations.</p>	<p>8. You can’t get different results if you don’t think differently about digital and you’ll wind up in the generic middle. AI can provide data-driven insights and inspiration to challenge conventional approaches with analytics and predictive modeling uncovering unique avenues to pursue.</p>	<p>13. Email is a privilege, not a right and delivers the highest ROI, – know the recipient’s needs before hitting send. AI can personalize email content, optimize send times, and segment email lists based on recipient preferences and behavior to enhance open rates and deliver higher satisfaction and ROI.</p>
<p>4. Cloning your best customers <u>based on CLV is the fastest way to grow a brand.</u> AI can identify the characteristics of high Customer Lifetime Value customers allowing brands to target similar customers more effectively, thereby accelerating brand growth.</p>	<p>9. Not everything that makes sense works and not everything that works makes sense, <u>so experiment relentlessly.</u> AI can help design and run experiments and measure and analyze the results using conversion rate, click-through rate (CTR), bounce rate, or engagement rate.</p>	<p>14. You should create content so useful <u>people would be willing to pay for it.</u> AI can research and understand your audience’s needs, interests, challenges, or goals, to create and deliver high-quality answers that educate your audience.</p>
<p>5. People buy with emotion and justify with logic, – don’t rely on data alone and trust your wits and find real insights. AI can tap into emotional insights and sentiments through analysis and natural language processing to understand and connect with customers on an emotional level.</p>	<p>10. Context determines how people think, behave and act and should be used to show customers “why us” and build value. AI can help you understand each interaction and where users have come from to adapt your content, offer, or experience to suit each context, and show how your brand can add value or solve their problems in that situation.</p>	<p>15. Make everything in digital frictionless <u>and work to remove any frustration across every touchpoint.</u> AI optimization can enhance every digital touchpoint to remove frustration across all digital channels, thus creating a more user-friendly experience anywhere the customer touches your brand.</p>

THE DIGITAL 15

RECOMMENDED BOOKS AND AUTHORS

Use QR code for more info

			
			
			
			