Module 10 - Brand Digital Presence & Optimization

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DIGITAL MARKETING STRATEGY

Module Overview

Brand Digital Presence & Optimization

Module Overview

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Module Overview

Usability Testing

- **Errors**
- **Improvement**
- **Learning the User**

Image Source: www.playbookux.com

Brand Digital Presence & Optimization Module Overview

- ▶ It's the digital age, every brand small or big must have a digital presence.

- ▶ Meet potential and existing customers online

- ▶ Relevant and Targeted audience

- ▶ Maintain a two-way digital communication

- ▶ A very active medium, helps to communicate one-on-one

Brand Digital Presence & Optimization Module Overview

What is a Digital Product

Source: blog.shift4shop.com

Brand Digital Presence & Optimization Module Overview

What is a Digital Product

▶ An Intangible product or service

▶ A digital product is more of an experience than a physical product a brand has to offer

▶ Examples of a Digital product are

software's, apps and websites, media

files like music, videos etc

Source: www.myva360.com
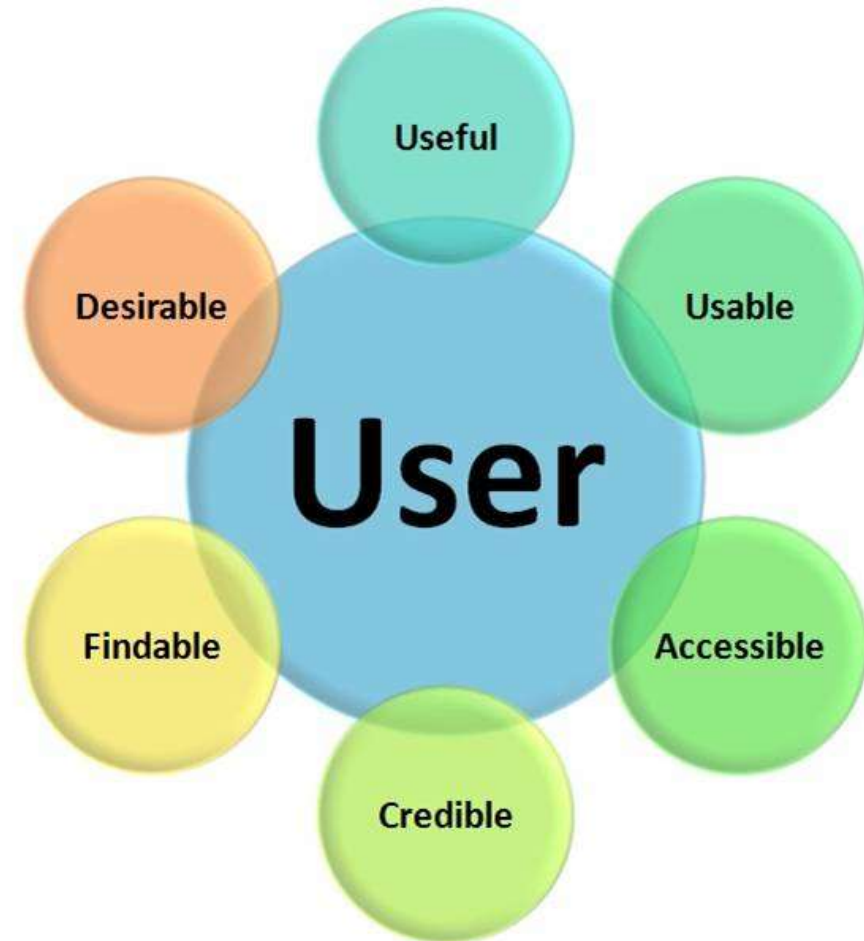
Brand Digital Presence & Optimization Module Overview

Importance of User Experience and Design

Source: www.nascenia.com

Brand Digital Presence & Optimization Module Overview

Prototype

- ▶ Creating a mock up of the desired product is Prototyping.

- ▶ All aspects of the UX are considered and a mock up is created for final optimization and approvals

- ▶ A Prototype is usually a on-paper mockup but it can also be a low-cost/effort digital mockup for better understanding

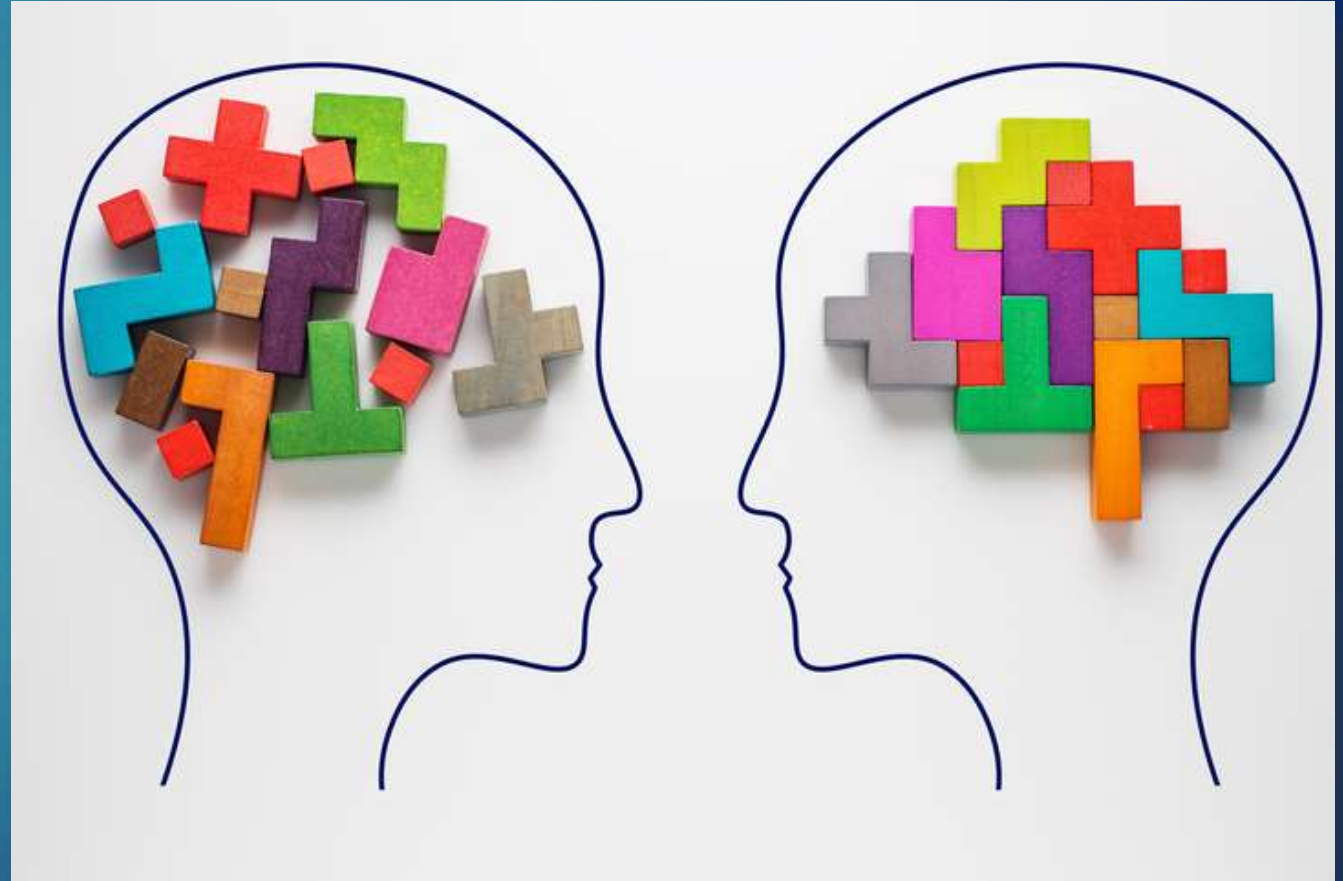- ▶ Prototyping reduces the cost and effort of development

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User Experience Design

▶ Creating a design of the digital product keeping the end users experience and demands in mind.
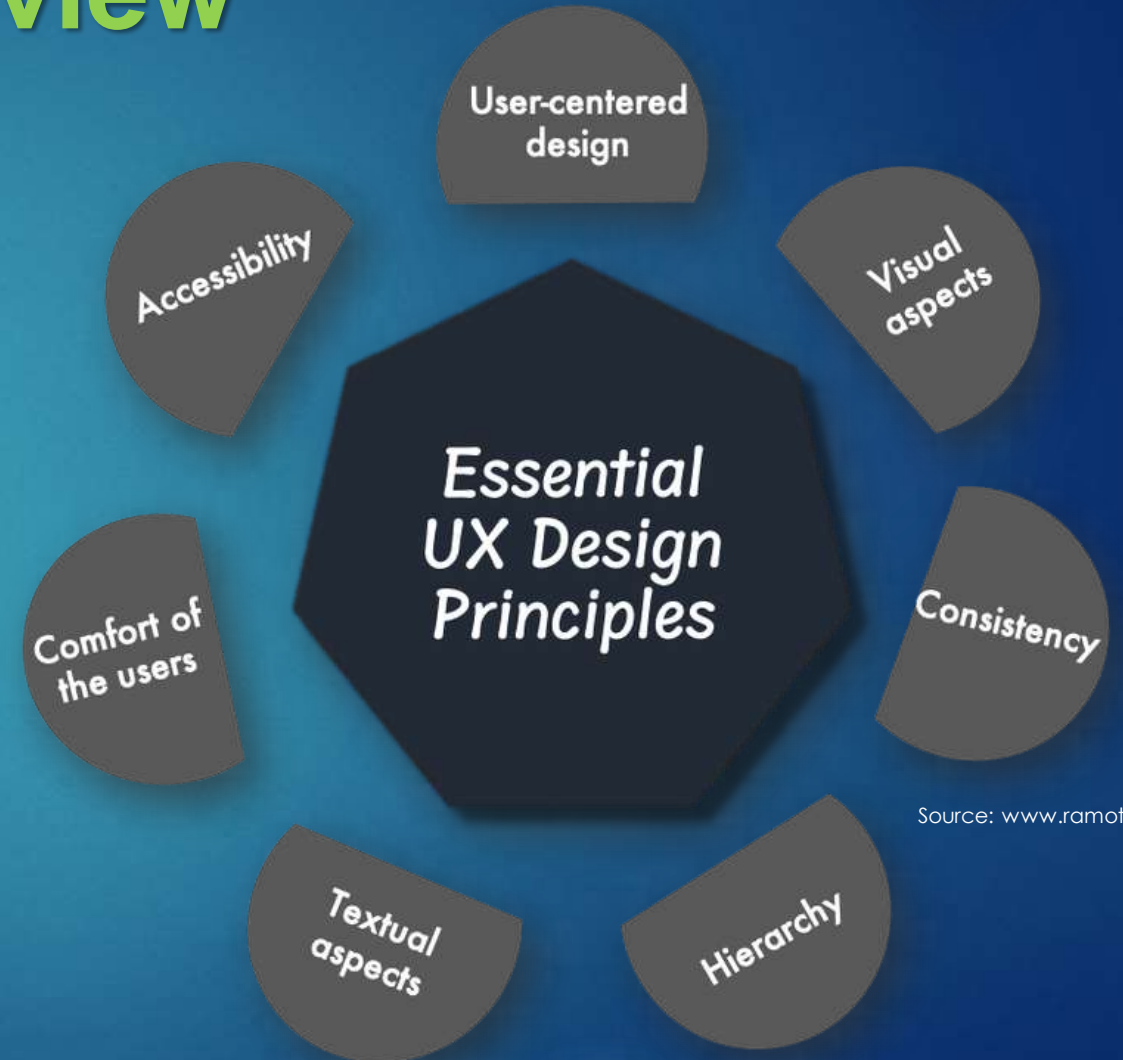
▶ A structured, simple yet out-of-the-box experience

Source: www.hrmasia.com

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UX Principles

Essential UX Design Principles

- User-centered design
- Visual aspects
- Accessibility
- Consistency
- Comfort of the users
- Textual aspects
- Hierarchy

Source: www.ramotion.com

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Designing of Websites and Apps

Source: www.rockcontent.com
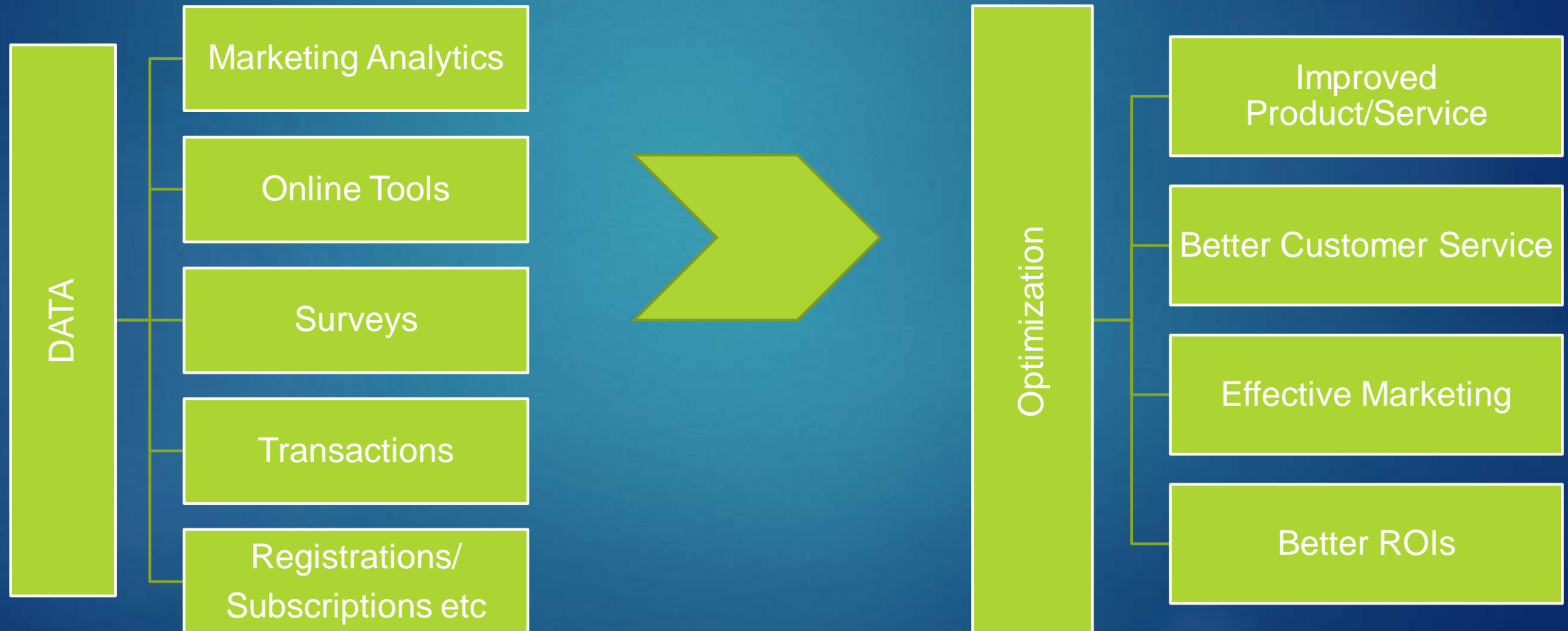
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Elements of Web App

▶ In computer system, a web application is a client-side and server-side software application in which the client runs or request in a web browser.

▶ Common web applications include email, online retail sales, online auctions, wikis, instant messaging services and more.

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Data Tracking and Optimization

DATA

- Marketing Analytics
- Online Tools
- Surveys
- Transactions
- Registrations/ Subscriptions etc

Optimization

- Improved Product/Service
- Better Customer Service
- Effective Marketing
- Better ROIs

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Teams and Roles

Product Manager

Project Manager

Engineering Team

UX Designer

Data Scientist

Developers

Quality Analyst

Data Analyst

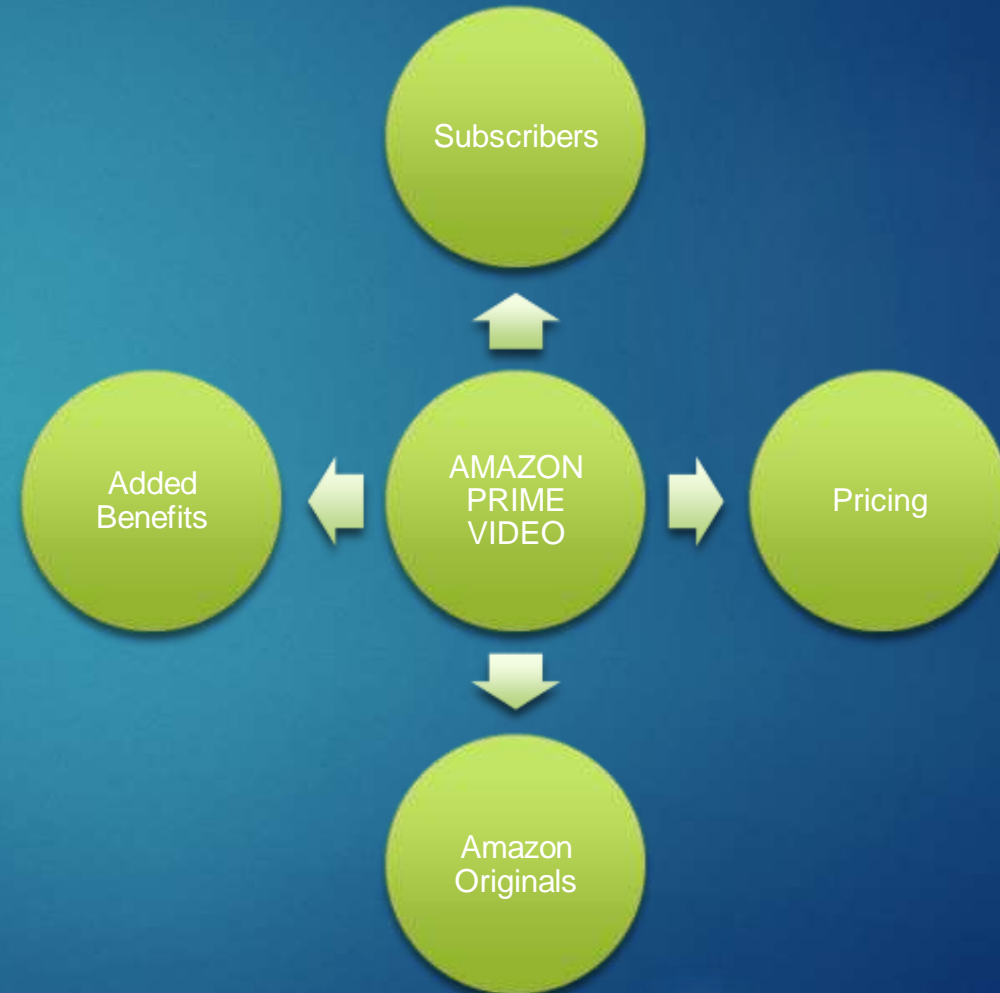# Brand Digital Presence & Optimization Module Overview

Product Manager

▶ Head of the Product

▶ Key role in Product Discovery

▶ Product vision and Definition

▶ Owning the Road Map

▶ Central point of communication

▶ Revenue and Profitability

▶ Sustain

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Success Stories

Subscribers

AMAZON PRIME VIDEO

Added Benefits

Pricing

Amazon Originals

Thank You!