

The “Get It Right” Digital Strategy Workshop

Delivering to you and your team **FOUR** clear deliverables:

1. **Comprehensive road map that aligns all verticals for a complete mobile strategy that integrates consistently with the overall digital and advertising/marketing plan**
2. **Bringing the social, mobile, IT, marketing, digital, merchandising teams all together to consistently deliver on point, targeted mobile messaging that shows real lift and results**
3. **Connecting all analytics across verticals to react to customer interface in a relevant way**
4. **Overarching new view point in how verticals work together with the Whole Brain methodology to reach company goals**

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Summary: Consulting engagement for companies that are adapting marketing campaigns, customer reach/retention, and presence/influence into their overall mobile and social business strategy. To be able to enhance the metrics of analytics to move more quickly and be more agile when it comes to working through all stakeholders within an organization to make changes requested by their audience from all different levels. This engagement looks at creating an overarching social business strategy for the organization that goes beyond the latest or next marketing campaign and allows an organization to maintain a consistent and relevant presence with their audience as well as beginning to influence the audience and achieve a certain expectation of loyalty with their customers by taking a Whole Brain Approach to the client's customized mobile and social business strategy.

- Executive Presentation
- Full Day Presentation/ Workshop
- Two Day Presentation/Workshop

Executive Presentation

- The importance of understanding who your audience is
- What do you want that audience to do
- How are you going to affect behavior of your audience
- Determining the social media platforms and communities that your audience is currently using
- Understanding the “Whole Brain Approach” to adding value to your entire audience
- HBDI Assessment (Herrmann Brain Dominance Instrument)- Understanding Your Thinking Style
- The importance of adding value beyond an offer or campaign
- The importance of having an overarching “social business strategy” for the organization across all departments and stakeholders
- A look at developing a unified “social business strategy”
- A look at the mobile engagement from all stakeholders points of view
- Understanding the audiences use of mobile technology
- Bringing the engagement approach to one single perspective that incorporates all stakeholders within the organization
- Using metrics to react to the audience's wants and needs from an organizational process that incorporates all stakeholders
- Mobile and Customer Engagement Strategy based on behavior (best practices)
- Importance of collaboration in creating a unified message for your mobile and social business engagement

The above Executive session and additional sessions will be in presentation form with question and answer. The presentation will include questions that allow the audience (all stakeholders) to give their view of the current situation and a basis of the outcomes they are looking for as well as the challenges they are facing in achieving those outcomes. We will also attempt to engage the audience in telling us the impact to them if those outcomes are not reached and begin developing a solution that satisfies all stakeholders to incentivize engagement and collaboration across departments.

Summary: Consulting Engagement for organization to develop a Mobile/Social Business Strategy with a Whole Brain Approach that reaches the majority of the Whole Audience and affects the audience to a loyal positive perception of the organization and a positive and influential buying decision on an ongoing basis. Understanding Thinking Styles to move your organization to a more efficient way to communicate and understand stakeholders externally and internally.

Full Day Organizational Presentation/ Workshop

- Best Practices of how Mobile Marketing is being applied successfully
- Mobile Opportunities and Marketing Overview
- Whole Brain Approach
- Understanding Thinking Styles and how that effects communication and messaging
- HBDI Assessment (Herrmann Brain Dominance Instrument)
- Defining audience from all stakeholders view point.
- Collaborate across departments to overcome challenges and reach unified desired outcomes
- Discuss Whole Brain Messaging Model
- Begin developing a unified message based on the “Whole Brain Messaging Model”
- Blueprint for developing a “mobile social business strategy”
- The power of Listening to your audience

Summary: Consulting Engagement for organization to develop a complete Mobile/Social Business Strategy, Mobile Engagement and effective “Ready to Launch” Mobile Marketing Campaign with a Whole Brain Approach that reaches the majority of the Whole Audience and affects the audience to a loyal positive perception of the organization and a positive and influential buying decision on an ongoing basis. Understanding Thinking Styles to move your organization to a more efficient way to communicate and understand stakeholders externally and internally.

Two Day Organizational Presentation/Workshop

Day One:

- Best Practices of how Mobile Marketing is being applied successfully
- Mobile Opportunities and Marketing Overview
- Whole Brain Approach
- Understanding Thinking Styles and how that effects communication and messaging
- HBDI Assessment (Herrmann Brain Dominance Instrument)
- Defining audience from all stakeholders view point.
- Collaborate across departments to overcome challenges and reach unified desired outcomes
- Discuss Whole Brain Messaging Model
- Begin developing a unified message based on the “Whole Brain Messaging Model”
- Blueprint for developing a “mobile social business strategy”
- The power of Listening to your audience

Day Two:

- Whole Brain Approach Organizational Guidelines
- Complete Unified Whole Brain Organizational Message
- Increased Audience Mobile Engagement
- Solidify “mobile social business strategy” for organization
- Create Unified messaging blueprint
- Create Mobile Marketing Campaign – Current Product or Service

