

A Novel Approach to Digital Transformation

10 Point Checklist

Kelly Smith

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.



Marketing Speak

HOSTED BY **STEPHAN SPENCER**



“There is not a one-size-fits-all digital transformation strategy. It varies from company to company, but I think that there are more or less common traits.”

KELLY SMITH

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- ☐ Define my digital transformation goals. It's important not just to adopt certain popular technologies, but I also need to clearly understand the purpose of such actions and know what my priorities are.
- ☐ Determine the digital maturity level of my organization. My company's ability to take advantage of recent technological developments will be my starting point in the digital transformation journey.
- ☐ Develop a digital transformation plan and follow it. Such a plan will provide me with a comprehensive vision of the exact actions I will take to achieve my goals. Ensure that this plan is flexible in response to any internal or external changes.
- ☐ Leverage technology to optimize operations. Use tools to improve customer, project, and resource management. Utilizing these tools can enhance data access, and on-site data collection, improve the way of rendering services to my customers, optimize employees' daily operations, and more.
- ☐ Use real-time analytics. It will allow me to track customer data, improve their profitability due to saving money in numerous areas across an organization, quickly respond to arising situations, forecast various scenarios, and find the best possible solutions.
- ☐ Digitally modify the existing products/services by adding technology. This will allow organizations to find new customers who wouldn't buy traditional products/services.
- ☐ Develop new digital products and services. Create completely innovative products or services that differ in delivery methods, core value proposition, or a business model.
- ☐ Make sure my organization has a well-defined strategy. The strategic intent of an organization must be communicated to its employees.
- ☐ Improve customer engagement. Take advantage of customer satisfaction surveys, and gather and analyze customer feedback and experience to know what works for them and what doesn't.
- ☐ Use the power of social media. Social media offers opportunities for brand positioning as well as creating customer communities.
- ☐ Check out Kelly Smith's [website](#) to learn more about digital transformation. Also, follow him on [Twitter](#), [Facebook](#), [Instagram](#), and [LinkedIn](#).