

Where Digital Fits in Your Strategy

Why digital marketing is not a separate department -- it is your entire business strategy expressed digitally

LESSON GOAL

By the end of this module, you will understand how digital marketing integrates into the entire business strategy, why it must be aligned with your business model and value proposition, and how to use the 3 Strategic Steps before launching any campaign.

CUSTOMER JOURNEY

3 STRATEGIC STEPS

GOALS AND CONTEXT

DIGITAL AS AMPLIFIER

The Big Picture

- The most common and costly misconception
- How digital spans the entire customer journey
- Why research complexity changes everything
- Digital touchpoints before the first conversation

The 3 Strategic Steps

- Step 1: Analyse goal and business context
- Step 2: Analyse timing and campaign context
- Step 3: Analyse resources and creative systems
- Digital as amplifier -- of both strengths and weaknesses

Digital marketing is a multiplier.
It makes good businesses grow faster.
It makes weak businesses break faster.

The strongest insight of Module 1C

Connects Module 1A

Your Business Model Canvas defines where digital operates -- which channels, which segments, which activities

Connects Module 1B

Your Value Proposition determines what digital communicates -- the message, the meaning, the differentiation

Digital Is Not a Separate Department

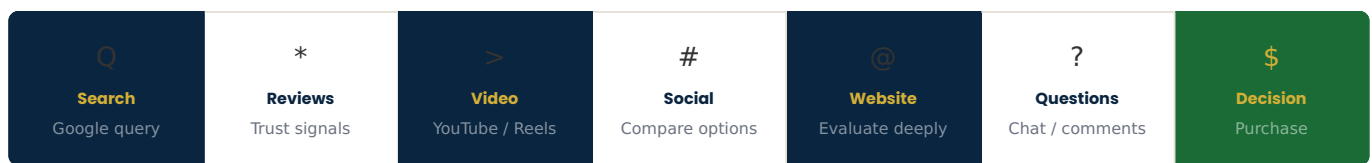
The most expensive misconception in modern business -- and how to fix it

Many businesses still treat digital marketing as something separate -- "just posting on social media," "running some ads," or "having a nice website." This is one of the most costly mistakes a company can make.

Digital marketing is not a separate activity. It is an integral part of the entire customer experience and business strategy. Every modern business operates inside a digital ecosystem -- customers research, compare, evaluate, and decide, often before they ever speak to a salesperson.

THE MODERN CUSTOMER JOURNEY

Digital Touchpoints Before the Purchase



The more complex or expensive the purchase, the more digital touchpoints influence the final decision.

This is why digital marketing cannot operate in isolation from branding, product quality, sales processes, customer experience, or operations.

THE CORE PRINCIPLE

True digital strategy is business strategy expressed through digital channels. It is not a bolt-on activity -- it is woven into every part of how the business operates and how customers experience it.

RESEARCH COMPLEXITY VS. DIGITAL IMPORTANCE

The More They Research, the More Digital Matters

Purchase Type	Research Level	Digital Influence	Strategy Focus
Chewing gum / Impulse buy	Very Low	Minimal	Visibility and availability
20,000 EUR Kitchen Renovation	Very High	Extremely High	Trust, proof, comparison, detailed information

Same principle applies to: choosing a lawyer, booking a holiday, buying software, selecting a fitness coach.

MY NOTES

3 Strategic Steps Before Any Digital Campaign

Strategy always comes before tactics -- always

1

Analyse the Goal and Business Context

Before choosing platforms or tactics, clearly define the real objective. Different goals require completely different digital approaches:

Brand awareness

Audience engagement

Lead generation

Direct sales / conversions

Customer retention

Reactivation of past customers

Important: Not every business should use digital the same way. The role of digital depends on your business model, customer behaviour, purchase complexity, and how much research customers do before buying.

2

Analyse Timing and Campaign Context

Digital campaigns never exist in a vacuum. Performance is heavily influenced by seasonality, external events, competitor activity, product launches, and traditional media campaigns.

- A TV campaign creates awareness -- Google Search and branded traffic usually spike
- A physical store opening -- Local SEO, Google Maps, and review management become critical
- Seasonal businesses -- digital strategy must adapt to peak and off-peak periods

Smart digital strategy anticipates and supports these moments instead of operating independently.

3

Analyse Resources and Creative Systems

One of the biggest reasons campaigns fail is launching without proper operational alignment. Successful digital marketing requires:

- Clear creative direction and brand voice
- Consistent messaging across all channels
- Coordinated assets: images, video, copy
- Strong team collaboration and alignment
- Optimised landing pages and user flows
- Fast-loading, high-converting website

Digital Amplifies Systems

Not good or bad by itself -- a multiplier of what already exists

This is the most important truth in this module. Digital marketing does not create business quality -- it reveals and amplifies it. A business with strong foundations grows faster with digital. A business with weak foundations breaks faster.

Digital is a multiplier.
It amplifies both your strengths
and your weaknesses.

Strong positioning + Digital

= Powerful, compounding growth and brand authority

Weak product + Digital

= Faster failure and more visible complaints

Great customer experience + Digital

= Loyal brand advocates and organic growth

Poor operations + Digital

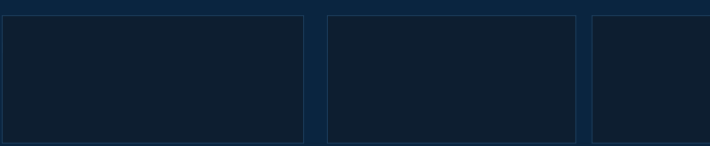
= More visible failures, more expensive recovery

MODULE 1C -- CORE LESSONS

- * Digital marketing is not a separate department -- it is part of the entire business strategy
- * Digital touchpoints heavily influence the modern customer journey, often before the first conversation
- * Strategy must come before tactics -- always start with goals, context, and resources
- * The importance of digital depends on how much research your customers do before buying
- * Digital amplifies both your strengths and your weaknesses -- it is a multiplier
- * The best digital strategies are deeply aligned with your Business Model Canvas and Value Proposition

Module 1 Complete. You now have the strategic foundation: a mapped business model (1A), a sharp value proposition (1B), and an integrated digital strategy framework (1C). Everything that follows in this course builds on these three pillars.

MY REFLECTIONS -- HOW DOES THIS APPLY TO MY BUSINESS?



1 Goal & Business Context

Primary Business Goal

Target Customer Segment

Where Digital Fits (Awareness/Leads/Sales/Retention?)

Research Complexity -- How much do customers research?

2 Timing & Campaign Context

Peak Season / Key Dates

Upcoming Campaigns or Events

Competitor Activity to Consider

Traditional Media Running Alongside?

3 Resources & Creative Systems

Available Creative Assets (images, video, copy)

Team / Agency Responsibilities

Website & Landing Page Status

Budget Allocation (paid / organic / content)

Digital is a multiplier. Strong foundations grow faster.

Weak foundations break faster.