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Spark Report: Digital Strategy

Prepared for:

Name of Project-Lead

Name of Business

Location

website-example.com

Prepared by:

Amber L. Coffman

CEO & Chief Strategist

Spark Digital Strategy

About Spark

We are a digital marketing service-hub and consultancy. Our value-offering is the ability to align digital channels to business goals, in effort to achieve the best return on marketing investment. We accomplish this through means of in-depth research, digital media planning (paid & earned), conversion rate practice and design and marketing intelligence.

Digital strategy and performance marketing is, by its very nature, technical. At Spark, we pride ourselves on being subject matter experts in every facet of our domain, as well as educators and advocates for our client-teams; this ensures campaigns are resistant to oversight, opportunities are captured, results understood, and client internal-communications well informed.

Spark is a Trusted Google Partner

Google has recognized Spark Digital Strategy as a leader in Adwords paid media and Google analytics. Spark has demonstrated above average adherence to best practices, maintains campaign spends and has achieved the following certifications:

Adwords

- Adwords Fundamentals
- Search Advertising
- Display Advertising
- Video Advertising
- Shopping Advertising

Analytics

- Digital Analytics Fundamentals
- Google Analytics Platform Principles
- E Commerce Principles
- Mobile App Analytics Fundamentals



Testimonials from Our Clients

Amber and her team have deep expertise in marketing strategy as well as the ability to apply that expertise to make their clients' marketing efforts more effective. Most impressive, though, is Spark's ability to transfer knowledge to the client. I feel like I received a master's degree worth of knowledge from working with Spark on our strategy!

Dave Clark
Kata Enterprises
Madison, WI

Spark improved our organic rankings virtually overnight due to an improvement in our website's source code. Moreover, Spark worked with us until we found a campaign that was sending high quality quote and reservation submissions, which is an important part of a transportation service business. We've had to turn away business at times due to being fully booked. I trust Spark like they are a part of my internal team. Communication and quality of work is spot on.

Juan Carlos
C&S Executive Transportation
Houston, TX

Spark was able to boil down the byzantine nature of SEO into usable and digestible chunks so that my company knows what to focus on next and how to understand the results. I've worked with enough technology to realize the value of this seemingly simple statement.

Brad Kopek
Avatar Design House
West Bloomfield, MI

Spark is a life saver! They created a lead funnel where no lead funnel existed which turned into our first set of sales. The Spark team was patient, flexible and innovative during our startup phase, something a new business venture requires. They always come to the table with ideas and solutions and willing to tailor their approach to fit our changing needs.

Elaina Farnsworth
Mobile Comply
Pontiac, MI

Spark created our website and web marketing strategy and we have been very pleased with services provided. Spark has great follow-through with projects as promised and stays focused on our goals which allows us to focus on our business. I would highly recommend Spark for your business if you are looking for digital strategy services

Christina Rosender
Level Multisport
Birmingham, MI

Spark had a consistently positive ROI on our advertising campaigns, and their monthly reports always provided just the right amount of insight and details to keep us informed.

Dr. Jeffrey Morrison MD
Daily Benefit Supplements
New York, New York

HOW TO USE THIS REPORT

1. To gain insight of the importance of digital strategy its benefits and opportunities for your business
2. To become familiar with your industry and product within the digital strategy ecosystem
3. Understand the state of your current digital strategy as compared to your competitors and industry best standards.
4. To outline your organization's digital strategy roadmap, timeline and benchmarks
5. As reference to digital strategy best practice and trends for your industry and product offering

COMPANY INTRODUCTION

COMPANY OVERVIEW

About

The Story

Products

INDUSTRY

BUSINESS MODEL

OBJECTIVE

CHALLENGES

BRAND SPECIFICATIONS

MARKETING INSIGHTS

TARGET AUDIENCE

MARKET RESEARCH

PRODUCT RESEARCH

UNDERSTANDING COMPETITION

SWOT ANALYSIS

DIGITAL STRATEGY ECOSYSTEM

PIPELINE OPTIMIZATION

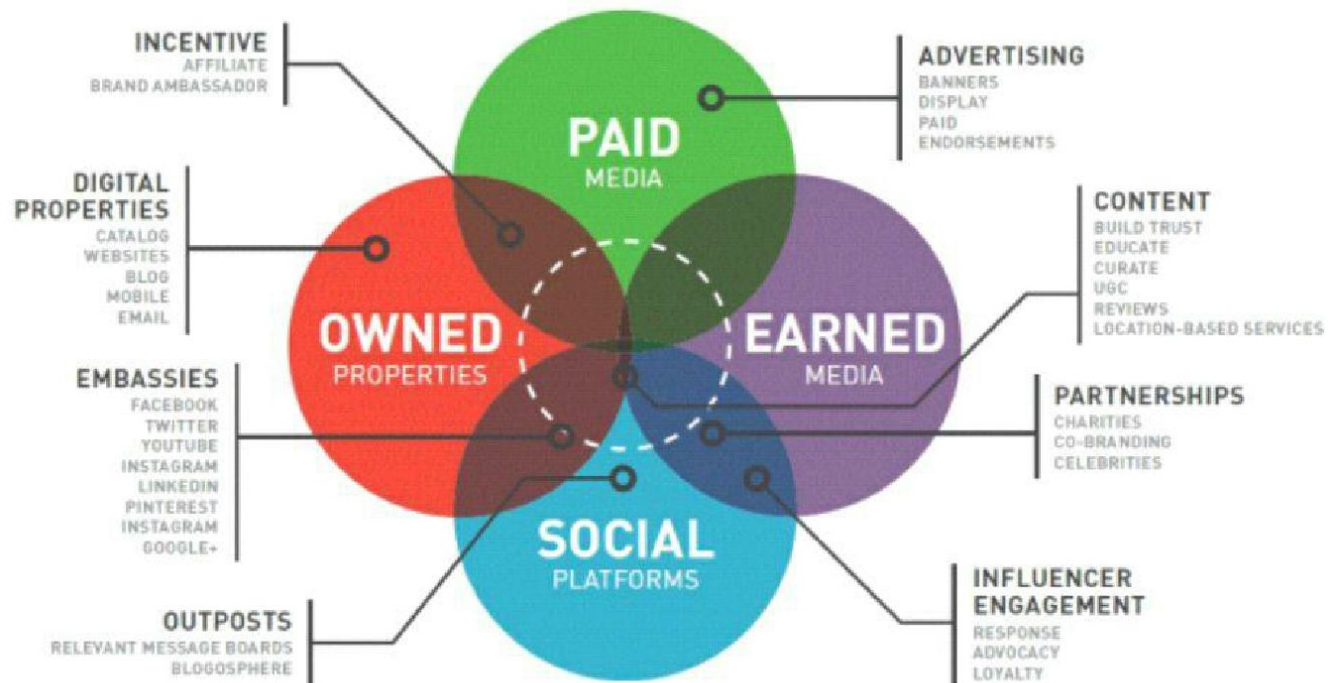
ANALYTICS, TRACKING AND MEASURING

KEYWORD RESEARCH

TRAFFIC SOURCES

PAID MEDIA

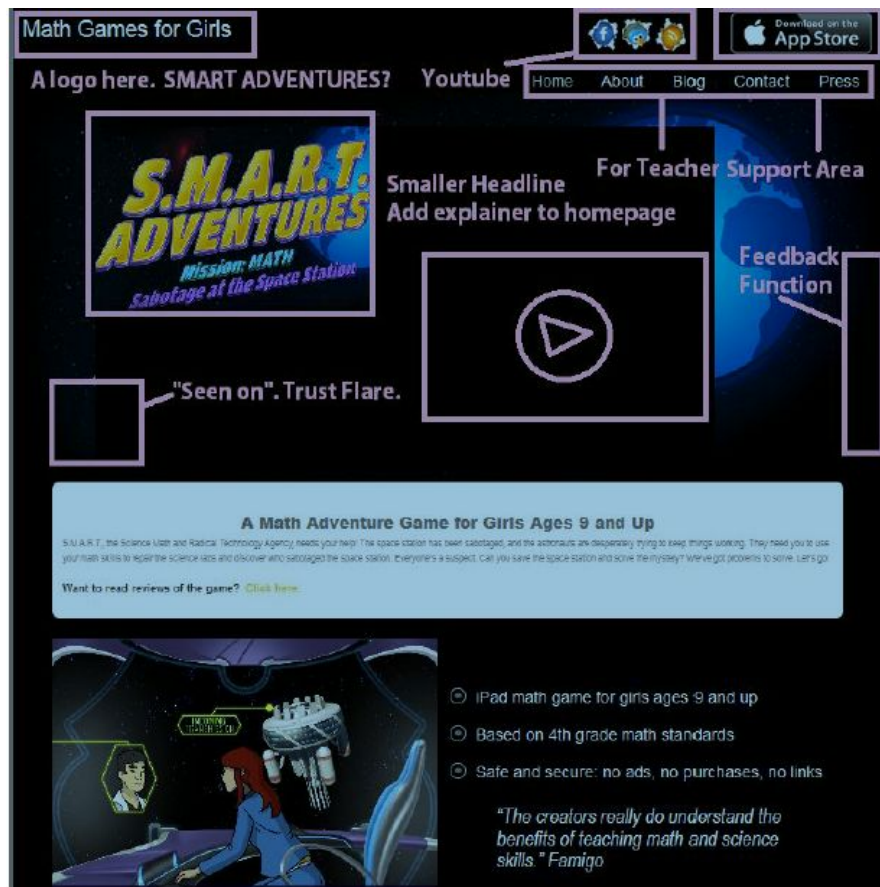
EARNED MEDIA



AUDIT & ANALYSIS

DIGITAL ASSET AUDITS

WEBSITE



Website

Usability Audit

The app website is used as the hub of our your digital pipeline, connecting all of our digital assets together and directing traffic to the app store of choice. Your website an opportunity to communicate engage with your audience.

SmartAdventuresGames.com

Areas of Opportunity:

1. Logo for Website and brand
2. Adding Youtube & Google+
3. Add to Navigation
4. Video on homepage
5. Add trust flare
6. Feedback Function
7. Favicon
8. Add in "Coming Soon" App buttons
9. Language Translation
10. White text on a black background is hard to read

DIGITAL ASSET AUDITS CONTINUED

APP

SOCIAL PLATFORMS

SEARCH ENGINE OPTIMIZATION

SEARCH ENGINE MARKETING

CAMPAIGN AUDITS

(EXAMPLE)

There is a correlation of the decrease of organic likes to the decrease or uncategorized mobile and suggestions.



(Example)

Replicate successful posts with high level of engagement

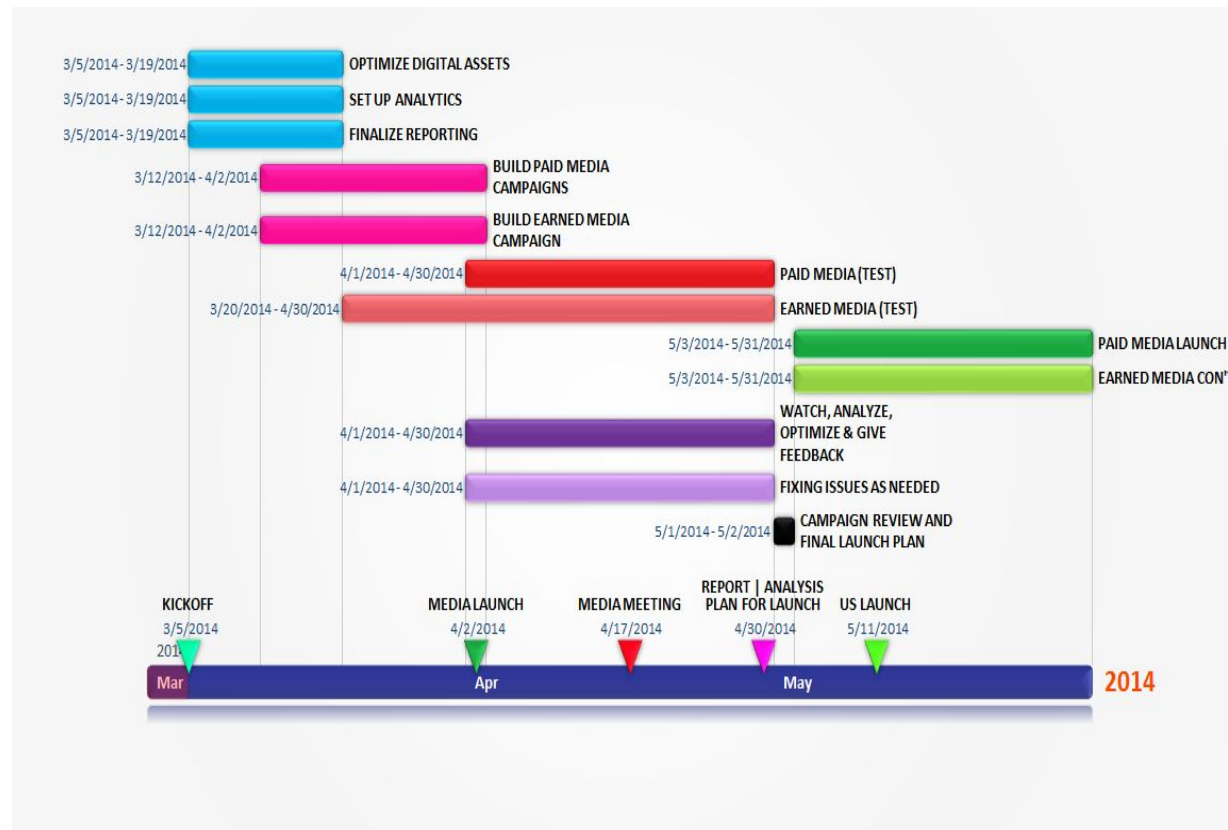


DIGITAL STRATEGY ROADMAP

DIGITAL STRATEGY PLAN

KPIs, MEASUREMENT AND REPORTING

TIMELINE



APPENDIX

Appendix 1 – Full Research Reports

Appendix 2 – Supporting Materials

Appendix 3 – Raw Reports