

A photograph of a business meeting with a red overlay. Two people are looking at a laptop on a desk. The background is a wall covered in sticky notes. The text is overlaid on the bottom half of the image.

Maximizing the Digital Space for Business

An Introduction to Business Owners

Techside



We have the technology, finally, that for the first time in human history, allows people to make rich connections with much larger numbers of people.



1

Be born in to the Digital Space

2

Go to where people are
(Digital Market Space)

3

Get attention in your direction

4

Sustain Attention & Initiate
Relationship

5

Evolve Community & Re-sell

6

Retarget

Be born in to the Digital Space

Have a website

Identity, Visibility,
Accessibility

Appeal, Celebrate,
Inform/Educate, Credible



Go to where people are (Digital Market Space)

Social Media

Presence, Expression,
Showcase

Bold, Engaging, Provide
Solution, Interactive



Get attention in your direction

Paid Advertising,
Landing Pages

Announce, Target,
Direct, Capture Leads

Sharp, Creative,
Emphasize
Benefits, Luring

Sustain Attention and Initiate Relationship

Website, Social
Media, Email

Connect, Converse,
Convert

Interactive, Amplify
benefits & Money's worth



Evolve Community & Re-sell

Email, Website,
Social Media, SMS

Sell, Retain, Multiply

Interactive, Collaborative,
Amplify togetherness



Retarget

Paid Advertising,
Landing Pages

Target, Direct, Convert

Segment, Persuade



Thanks!

Anyone has any questions?