

DIGITAL TRANSFORMATION

- The integration of **digital** technology into all areas of a **business**, fundamentally changing how you operate and deliver value to customers. It's also a cultural change that requires organizations to continually challenge the status quo, experiment, and get comfortable with failure.

4 AREAS OF DIGITAL TECHNOLOGY

TECHNOLOGICAL

- While a significant parcel of these is getting easier to use, perceiving how an explicit development adds to momentous opportunity, changing that development to the specific necessities of the business, and fusing it with existing structures is very flighty. This infers that technologists should give, and outline, business regard with every development progression.

PROCESSING

- Change requires a beginning to end mindset, a reconsidering of approaches to address customer issues, reliable relationship of work works out, and the ability to regulate across storage facilities going on. In building capacity in this territory look for the ability to "bunch cats" — changing storage facilities toward the customer to improve existing cycles and plan new ones, and a fundamental sense to know when

continuous connection improvement is satisfactory and when radical cycle reengineering is significant.

ORGANIZATION CHANGE

- In this space we fuse organization, participation, intensity, excited understanding, and unique segments of progress the board. In our ideas above, we have urged pioneers to search for those with mind boggling relationship building capacities.

DATA

- The shocking in all actuality at various associations today most data isn't up to key standards, and the hardships of progress require much better data quality also, assessment. Change almost certain than excludes seeing new kinds of unstructured data, massive measures of data outside to your association, using prohibitive data, and planning everything together, all while shedding colossal measures of data that have never been (and never will be) used.

DATA DRIVEN INNOVATION

- Put simply, DDI is an innovative project born trends or correlations in data. That project could be a new system, process or product that hasn't been invented yet, but will go on to fill a measurable need or problem. Sounds simple, right? Well, it's more complex than it seems. There are thousands of innovative products that use big data to function, with many more processes and systems optimized through big data. However, there's a subtle but important distinction between platforms that use data and platforms born from observations within a data set.

combination of tools, dashboards, and analytics teams.

KEY BUSINESS OUTCOMES

- In this sense, **data-driven innovation** (DDI) has become a **key** pillar of 21st century growth, with the potential to significantly enhance productivity, resource efficiency, economic competitiveness, and social well-being.

DATA DRIVEN MINDSET

- Let's start with what the **data-driven mindset** is! ... It is a **mindset** that directs professionals in an organization to see value in the information built from the **data**. Don't think that the **data mindset** is the result of infrastructure alone. There is no perfect

E-COMMERCE

- **E-commerce** is the buying and selling of good or services via the internet, and the transfer of money and data to complete the sales. It's also known as **electronic commerce** or internet **commerce**.

BUSINESS TO BUSINESS

- B2B is one of the most common types of e-commerce. This is when a transaction of goods or services occurs between two businesses.

BUSINESS TO CONSUMER

- Perhaps the most common form of e-commerce, B2C occurs when a business sells a good or service to a consumer. For example, Netflix engages in B2C e-commerce when it sells its service to viewers. The entire transaction occurs online.

MOBILE COMMERCE

- One interesting development in online traffic has been the booming growth of cell phone use. In fact, the majority of internet use occurs on mobile phones. Unsurprisingly, this has correlated with the growth of m-commerce.

FACEBOOK COMMERCE

- With over 3.5 billion users worldwide, the growth of social media has changed e-commerce. The biggest social media site, Facebook, realized that it could keep its users on-site longer by offering a platform to buy and sell goods and services. The result was Facebook-commerce. While F-commerce refers directly to Facebook, the term is often used to describe e-commerce on social media sites as a whole.

CONSUMER TO CONSUMER

- Although businesses don't have as large of an impact on this type of transaction, customer-to-customer (C2C) transactions are still

important. These transactions rely on a third party to act as an intermediary.

CONSUMER TO BUSINESS



A lesser-known form of e-commerce, C2B is similar to C2C in that an intermediary is often required. In this transaction, the consumer acts as a seller and the business acts as a buyer.

BUSINESS TO ADMINISTRATION

- A lesser-known form of e-commerce, C2B is similar to C2C in that an intermediary is often required. In this transaction, the consumer acts as a seller and the business acts as a buyer.

CONSUMER TO ADMINISTRATION

- Similar to B2A, C2A occurs when a consumer is providing something for the government.

A C2A transaction can be as simple as paying for parking tickets or ordering a new government ID. However, to be

considered a C2A e-commerce transaction, this must be done online. While C2A and B2A aren't the most important e-commerce types today, both are an important part of the future of online transactions.

THE IMPACT OF E-COMMERCE ON BUSINESS

- The quick growth of e-commerce hasn't just forced businesses to adjust their long-term strategies. Online sales add more steps and variables than in-person sales, the most important of which is shipping.

To meet the shipping demands of their customers, businesses need to focus on their supply chains. Since the application of same-day shipping, traditional supply chains aren't always efficient enough to keep businesses competitive. Oftentimes, e-commerce businesses can't afford to maintain their own fleet, own and manage their warehouses, or employ workers at every stage of the shipping process.

DIGITAL MARKETING

- Any marketing that uses electronic devices to convey promotional messaging and measure its impact. In practice, digital marketing typically refers to marketing campaigns that appear on a computer, phone, tablet, or other device. It can take many forms, including online video, display ads, and social media posts. Digital marketing is often compared to “traditional marketing” such as magazine ads, billboards, and direct mail. Oddly, television is usually lumped in with traditional marketing.

7 TYPES OF DIGITAL MARKETING

SEARCH ENGINE OPTIMIZATION

- The goal of SEO is to get a business to rank higher in Google search results, ultimately increasing search engine traffic to the business’s website. To accomplish this, SEO marketers research words and phrases consumers are using to search for information online, and use

those terms in their own content.

PAY - PER - CLICK

- Pay-per-click can refer to the advertisements you see at the top and sides of a page of search results, the ads you see while browsing the web, ads before YouTube videos and in ads in mobile apps.

SOCIAL MEDIA MARKETING

- This includes everything a business does via social media channels. Just about everyone is familiar with social media, but marketers must approach social with an integrated and strategic approach. Social media marketing goes far beyond simply creating posts for social channels and responding to comments.

CONTENT MARKETING

- Content marketing uses storytelling and information sharing to increase brand awareness. Ultimately, the goal is to have the reader take an action towards becoming a customer, such as requesting more

information, signing up for an email list, or making a purchase.

EMAIL MARKETING



Even with the emergence of social media, mobile applications and other channels, email is still one of the most effective marketing techniques, Rogers said. It can be part of a content marketing strategy, providing value to consumers and over time convert an audience into customers. Email marketing pros not only know how to create compelling campaigns, they also understand optimal audience outreach and are skilled at analyzing customer interactions and data, and making strategic decisions based on that data, according to the American Marketing Association.

MOBILE MARKETING

This digital marketing type is this focused on reaching your target audience on their smart phone or tablet. Mobile marketing reaches people through text messages, social media, websites, email and mobile applications. Marketers can

tailor offers or special content to a geographic location or time, such as when a customer walks into a store or enters an event.

MARKETING ANALYTICS

One of the major advantages of digital marketing is that it is highly trackable and measurable. Once, the only trackable marketing pieces were coupons and similar direct mail offers. If a customer used the coupon, you knew the message resonated.

DIGITAL MARKETING SKILLS

Digital marketers support the wider marketing team and the strategic goals of the whole company by rolling out marketing strategies in the online environment, Hobson said. Digital marketers strive to be a voice for the customer and how they want to interact with a brand digitally, Rogers said. "(Marketers) strategically approach the brand's channels to maximize investments, drive traffic and conversions, as well as manage integrated digital content," she said.