



# Digital Marketing Strategy

A structured, interactive and hands-on approach to gain a competitive advantage and win loyal customers

Knowing where, when, how and with which products to address your customers is as vital as ever, whether it be with classic marketing or on digital channels. Therefore, we identify the necessary steps to start or enhance your digital marketing activities to grow your customer base (reach), visibility, cut-through and revenues.

Your enable2grow experts lead you through a series of modules during which we identify the key parameters for your success. Interactive workshops ensure the knowledge transfer and enablement of your teams for enhanced opportunities in different digital channels.

We subsequently work through the following modules:

- Analysis
- Customer Deep Dive, potentially with a qualitative market research part
- Brand / Positioning Analysis
- Channel Strategy
- Content Strategy

**A precise, implementation-ready roadmap customised for your company's objectives on how to win with digital marketing**

Ready for the next step? Contact us for an informal exchange at **+49 89 44 99 07 20** or book us [here](#).

## Digital Marketing Strategy – A structured, interactive and hands-on approach to gain a competitive advantage and win loyal customers



**Melanie Hoffmann** | Enabler, Expert for Customer Centricity

Melanie has developed and implemented numerous winning digital marketing strategies over the past 20 years for the DIY, household electronics, lifestyle, food, digital health and media industries. Her time at Amazon as a Senior Marketing Manager has resulted in an extra focus on customer centricity and a very data-driven as well as hands-on approach. → [in](#)



**Maike Buhr** | Senior Enabler, Human-centered Business Strategies

Maike focuses on the development of company and marketing strategies, positionings, and growth strategies often linked to digitization and innovation. She combines over 20 years of experience in companies (P&G, L'Oréal, Mittelstand, Start-ups), analytical thinking and in-depth consumer/target group understanding (customer-centricity) and transfers her knowledge into strong strategic digital and non-digital growth concepts with recommendations on how best to move to market. → [in](#)

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