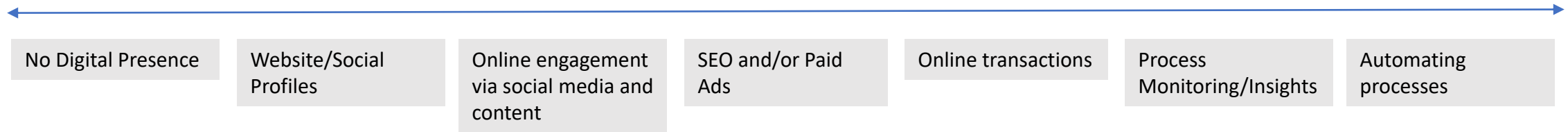


Spectrum of Digital Transformation



STAGES	DESCRIPTION	BENEFITS
No digital presence	You conduct business through traditional lead-generation/nurturing (in person, text, calls), with no automation of processes and no digital tools being used.	<ul style="list-style-type: none"> High-touch personalized experience for clients.
Website/Social profiles for your business	Providing information about your business online through assets you have control over (messaging, visuals, etc.)	<ul style="list-style-type: none"> Discoverable by location and interest areas that people have Accessible for detailed company description
Engagement via social media and online content	Using content-sharing platforms such as social media (Facebook, Instagram, etc.) and other content channels such as blogs (Medium, Substack, etc.) and Video (YouTube, Vimeo, etc.) to increase your reach (following) and interact with your followers	<ul style="list-style-type: none"> Informing followers Being discoverable through search engines Adding inbound leads to your sales funnel
Search Engine Optimization and/or paid (social media or search engine) ads	Improving search ranking and discoverability through search engine ads and web (banner/poster) ads	<ul style="list-style-type: none"> Increasing inbound leads for your sales funnel Increasing impressions of users of those platforms and adding more top-of-the-funnel leads
Online transactions	Allowing customers to seamlessly purchase/order online	<ul style="list-style-type: none"> Adds convenience to purchasing for the customer
Using Data Analytics	Insights on user experience and your sales funnel	<ul style="list-style-type: none"> Having conversion metrics for customers at each stage of your sales funnel Identify and rectify bottlenecks
Automating Processes	Using software and machine intelligence to increase productivity	<ul style="list-style-type: none"> Scaling up revenues/operating capacity, leading to higher gross margins