Effective Web Strategy

Applying the web to a business plan to achieve goals
Today’s Talk

• Why

• Agreement

• Accountability
Why?
Klaus
Turn ideas into meaningful results

Make a difference
Your Why...

- 2 minutes
- What is your *Why*?
- Examples: Make a difference, create knowledge, relevance, create something new, etc.
Business Why

- Why are we doing this?
- Why do this instead of something else?
- E.g. - create new revenue stream, increase revenue, introduce new product
Audience Why

- Why will an audience engage?
- Why do they care?
- Why will this make a difference?
- Why will they choose what we’re offering?
- E.g. - gain knowledge, buy at a discount, strengthen their business, enhance customer service
Ask ?’s

• Be thoughtful & unafraid
• Respectful & Fair
• Tell stories
• Use your experience
Agreement

- Agree on goals (driven by the Why)
- How to measure results
- What are roles & responsibilities
Accountability

- I count & you count too...
- Leverage resources (internal/external)
- Make it part of the process
Web Strategy

Applying the web to a business plan
When you’re stuck, go back to why...
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