

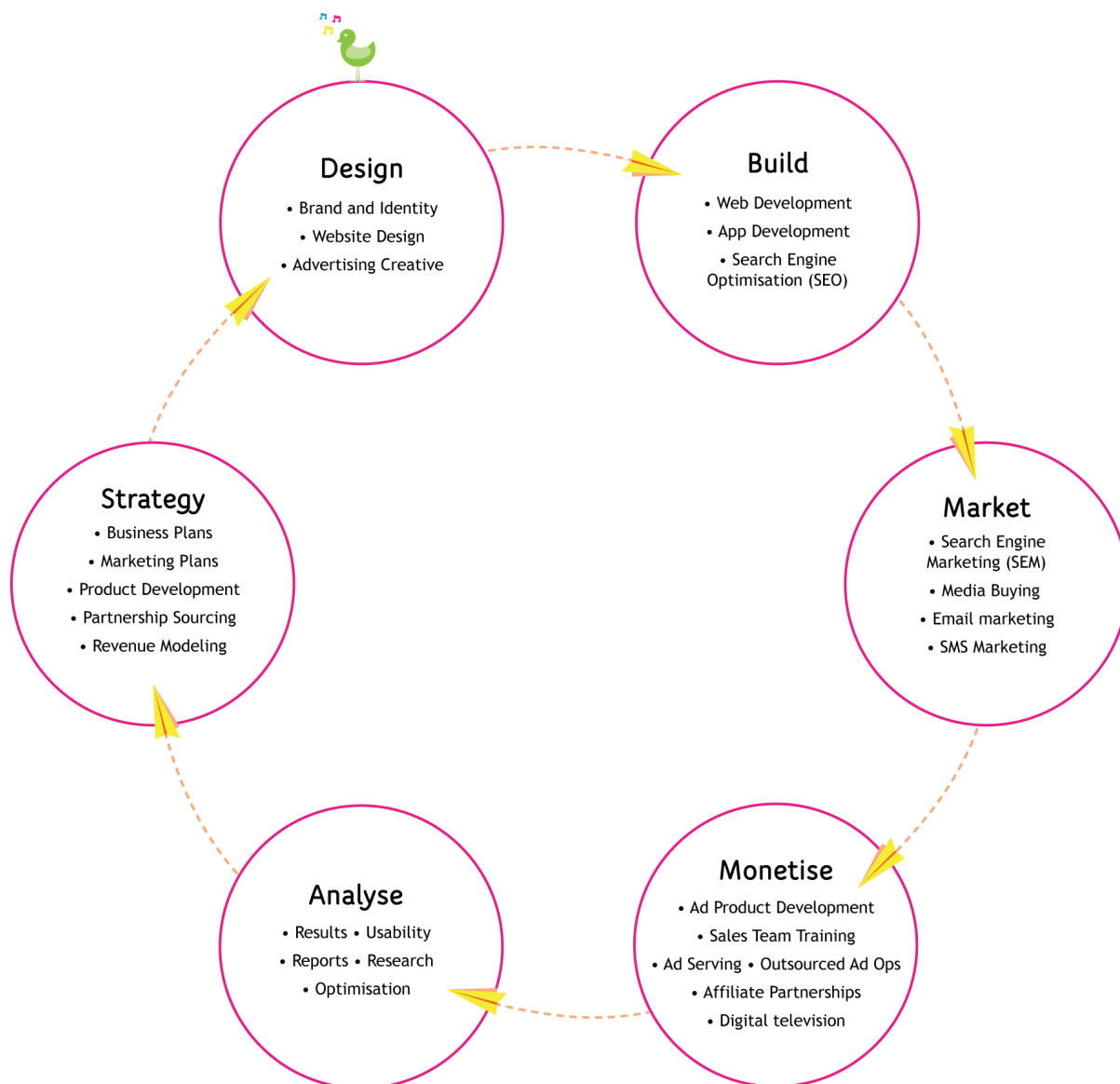
Digital Strategy

Clear Light Digital is a full service digital agency delivering integrated digital marketing and interactive technology solutions. We work with clients to develop digital strategies that bring together commercial objectives, market opportunities and technical innovation into a single integrated plan for future success.

Our Ethos

- **Relevance** – Targeting transforms advertising into information
- **Optimisation** – All activity must be fully tracked, tested & refined
- **Integration** – A single coordinated strategy
- **Technology Hugging** – Technology & Creativity must work hand in hand
- **Commercial Focus** – A singular dedication to our client’s business objectives
- **Transparency** – An openness on fees and a commitment to knowledge sharing

Our Services



Digital Roadmap

Development of a single integrated digital strategy is crucial for achieving success in a digital world. CLD works with clients to develop a strategy that brings together commercial objectives, market opportunities and innovation into a single Interactive Roadmap for the future.

This Roadmap is the plan and vision for future digital activities, usually over a 12 month period. The Roadmap brings together internal stakeholders with CLD industry experts to capture current business requirements and likely future needs. It looks at a diverse range of business and technical drivers, including:

- Commercial objectives
- Campaign goals
- Creative & Brand
- Current technology platforms & systems
- Past activity & results
- Competitor activity
- Partnership opportunities
- Market analysis
- Offline activity
- Projected results
- Expected budgets
- Timing requirements

The Roadmap is developed over several workshop sessions between the Client and CLD team members at the commencement of the engagement. CLD also conducts extensive research and leverages our internal expertise across all areas of digital marketing and communications.

The Roadmap comprises two key deliverables:

1. Integrated Digital Strategy

The 12 month digital marketing strategy comprising all background research, market analysis and proposed media activity. This includes detailed information on proposed channels and publishers, campaign measurement and anticipated results.

2. Digital Media Plan

The 12 month digital media plan for all proposed marketing activity across all channels and publishers on a week by week basis. This plan allows a Client to easily see the proposed strategy broken down into individual campaigns with start and end dates. It also brings together all media fees, CLD fees and any technology costs (email, ad serving, etc) to provide a single transparent summary of all expenditure for the year.

The Roadmap is presented for approval before moving on to the implementation phases. It is subject to ongoing review and can be changed in line with shifts in business goals or market conditions.

