

Market Influences

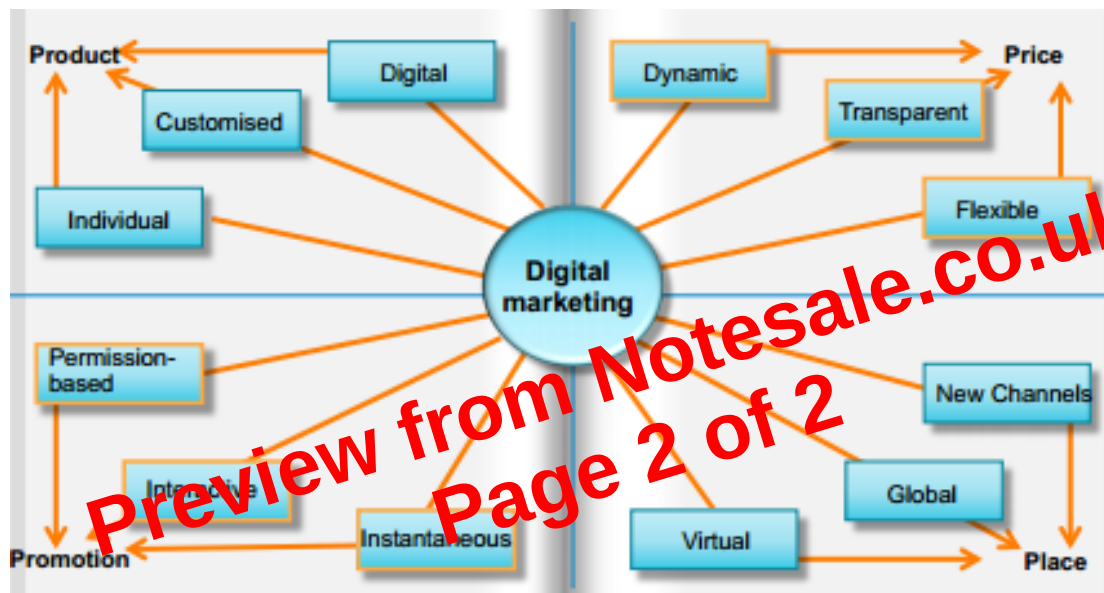
- Digital market place
- Customer behaviour/experiences
- Competition – local and global
- Pace of technological change

Relative advantage

Successful companies use digital technology to:

- Create opportunities to serve their markets better
- Improve the financial potential of their operations
- Create innovative marketing opportunities

Reshaping the Marketing Mix



Strategic thinking in the digital age requires:

- Clarity of purpose
- Understanding of the market
- Analysis of relative advantage of the technology
- Releasable goals
- Effective implementation