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OPENING LETTER

For a business to succeed in today's world, it is important to have a strong digital footprint within the internet. Therefore, when a business is defining its marketing plan, it must incorporate a solid digital strategy. Without a digital marketing strategy in place, new client acquisitions, brand visibility and impactful revenue generating opportunities will likely be damaged.

While some areas are faster to adapt digital transformations, it is inevitable that all businesses will be required to take the plunge sooner than later. Those who wait too long will watch their competition flourish and slowly find it harder to remain profitable.

Why? More than just for marketing and brand awareness, technology is now becoming a critical component of operational organization and efficiency. Automation software can help you assure each and every customer is treated consistently, organize endless data on a per contact basis, identify and capitalize on lost opportunities, and create reports using hundreds of metrics that are simply impossible to accomplish manually.

This stored information can then be used for marketing purposes.

According to Neil Mohan of Google, 90% of all consumer transactions started

on one device and ended on another.

That means the vast majority of purchases these days start on a cell phone. Think of a cell phone as the new Yellow Pages.

In past years, customers would first head to the Yellow Pages to find a product or service they were interested in. From there, they would either call or visit the merchant and then complete the purchase cycle with a sales representative. Today, websites, review sites, social media platforms and the like have replaced all other forms of advertising, almost completely. Almost every person belonging to the new generations are spending almost all their time staring into their phones and absorbing endless amount of information. Those who choose to adapt to this shift in technology will continue to thrive. Those who don't will no longer be seen. It is critical for any modern-day business to build an online presence and optimize operations with technology.

This process is what we call a digital transformation.

Signed,

Emanuele Pedrona



THE CHALLENGE



Technology changes fast. Trends come and go. New software and social platforms seem to pop up out of nowhere. Keeping on top of these opportunities is a whole new aspect of business that many of us did not expect and the overwhelm of entry seems to pile Z year after year. The challenge is – doing business in the digital world these days is no longer an option for those who wish to remain in business in the future. That wall of necessity is drawing nearer and nearer with each year that passes.

Countless businesses across the world are already closing their doors due to new competition and consumer options. Amazon has become one of the world's largest retail businesses and many thousands of smaller businesses have had to close their doors because of it. In fact, even the bigger players such as retail giant superstores are closing their doors because they did not stay ahead of the digital transformation curve. Millions of jobs have been lost. Communities and townships changed forever.

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The same principal is happening across the board, affecting all kinds of business. Sooner or later, it will affect every town in every country. This is fact. If you are not already on board with your digital transformation or have plans to do so, you will certainly run into that wall sooner than later.

The challenge for most is knowing what to do about it.

That is where Studio CS comes in. We live and breath digital marketing and automation every day of our lives. We understand the challenges our clients face and how to help them break through that wall and on to a future where they are once again on equal ground with the competition.

THE SOLUTION

We are here to make life easy for our clients by completely managing the digital transformation process from A to Z. We leave no stone unturned and ensure our clients are not only properly set-up to move forward in a digital world, but also understand it and how to maintain it themselves. We also offer fully managed services for those who wish to retain our assistance on an ongoing basis.

We take time to listen completely to your concerns and unique challenges. We take time to formulate a plan and discuss it with you before commencing work, and we take time to do the job right.

We understand the digital world can be overwhelming. We're here to help you ensure your business will have a fighting chance of surviving the digital revolution that is absolutely coming your way. For those who are already feeling the effects of this new way of doing business, we are here to help you correct any deficits and adjust for new opportunities waiting in the future.

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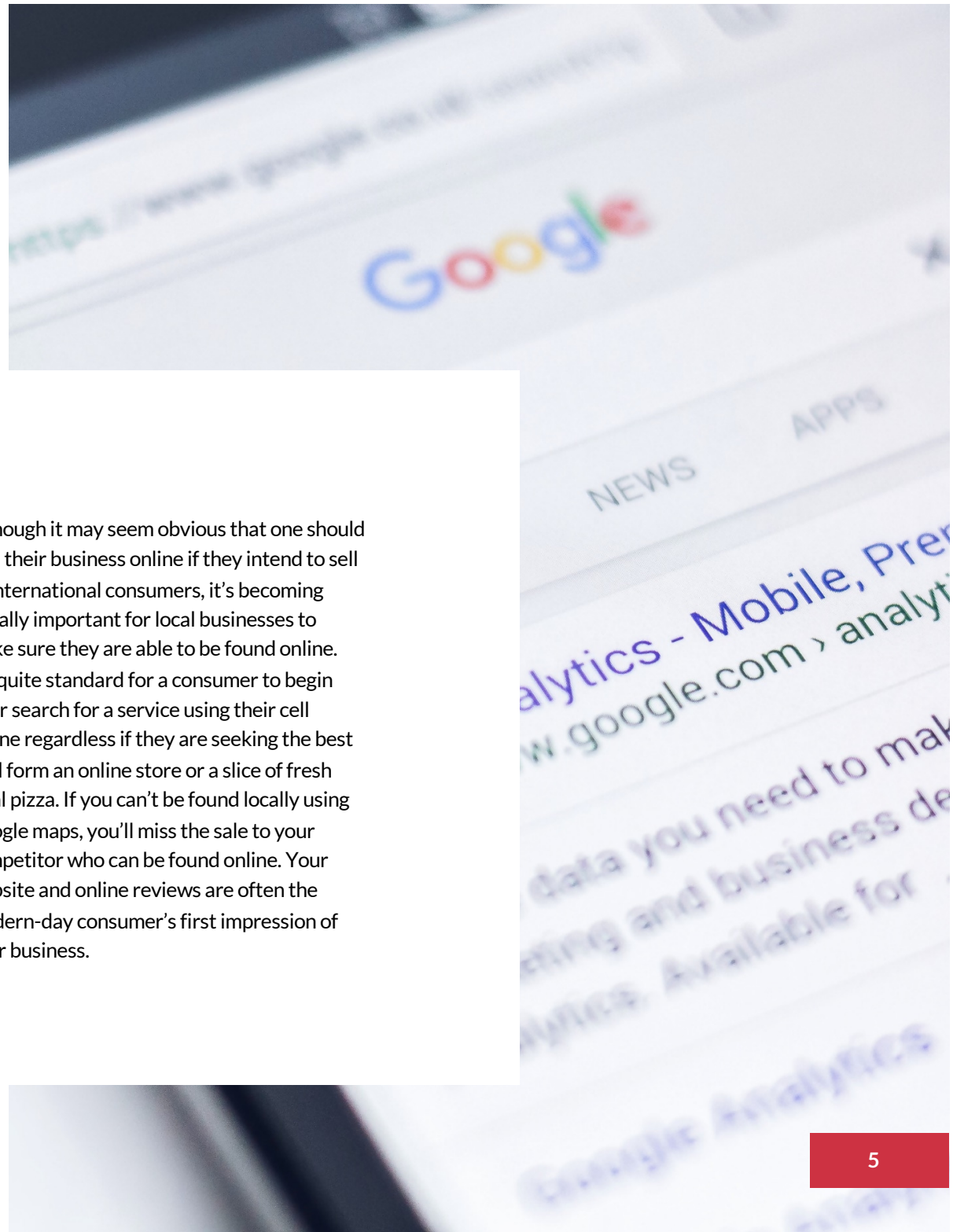


ORGANIC SEARCH

The most prominent way a consumer finds the information they are seeking is through organic search. This is done through common sites we are all familiar with such as Google, YouTube, Facebook, Amazon, directories and review sites. In fact, it's quite common for a customer to do their homework and base their decision on who to purchase from using nothing more than what they find online.

It does not matter if you are a local business which sells to local consumers or if you are an international business with customers coming from all corners of the world.

Although it may seem obvious that one should 'list' their business online if they intend to sell to international consumers, it's becoming equally important for local businesses to make sure they are able to be found online. It's quite standard for a consumer to begin their search for a service using their cell phone regardless if they are seeking the best deal from an online store or a slice of fresh local pizza. If you can't be found locally using Google maps, you'll miss the sale to your competitor who can be found online. Your website and online reviews are often the modern-day consumer's first impression of your business.



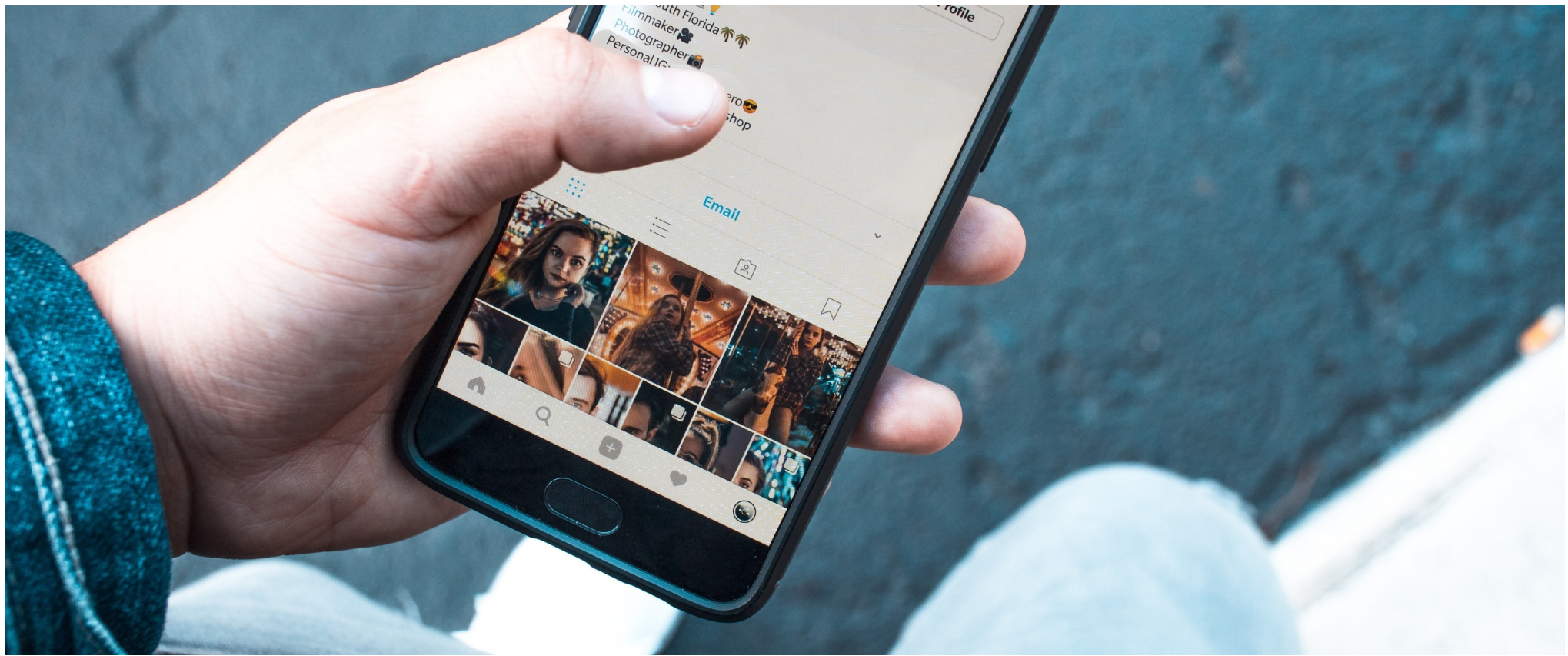
CONTENT MARKETING

People love information. With the advent of modern technology at the fingertips of anyone who wants it, the amount of information that has become available in a flash to the general public has become overwhelming. The modern consumer begins their decision-making process by searching for information. They will bounce from one source to another until they either find exactly what they want or become exhausted doing so.

A good content marketing plan can be key in not only attracting potential customers to your business, but also retaining them. If your content marketing plan is complete, the customer will not need to continue their search for further education.

A good content marketing strategy will place you and your brand as 'the' authority figure above the competition.





SOCIAL MEDIA

Social media marketing is a great medium for a business to build and increase brand presence throughout the Internet. It also provides a very powerful tool to share information and distribute content about products and services. Utilizing a variety of social media platforms creates new opportunities to interact and connect with potential customers and clients.

From a general brand presence to full-blown community driven marketing strategy, social media has grown to become the modern-day standard of communication. It is important that every business include themselves in the appropriate platform for their ideal demographic.

Social media has also opened the doors to affordable mass marketing for anyone interested in entering the market. Through 'big data' sites it has become possible to home in on your ideal market with precision marketing that has never been available until now.

AUTOMATION SOFTWARE

Automation software ranges from eCommerce and product fulfillment, to communications and messaging, to accounting and reporting, to data storage and customer relations, to project management, to help desks and ... you name it. Just about every aspect of business these days can be made more efficient using digital solutions. It is essential for the survival of any business to adopt automation software that will help them save money, save time, and capitalize on new opportunities.

Automation software will help you spend more time on building your business and strengthening your relationships with your existing clients. Would you rather spend your time bogged down with paperwork or let software handle that for you while you spend your time building and drumming up new business?



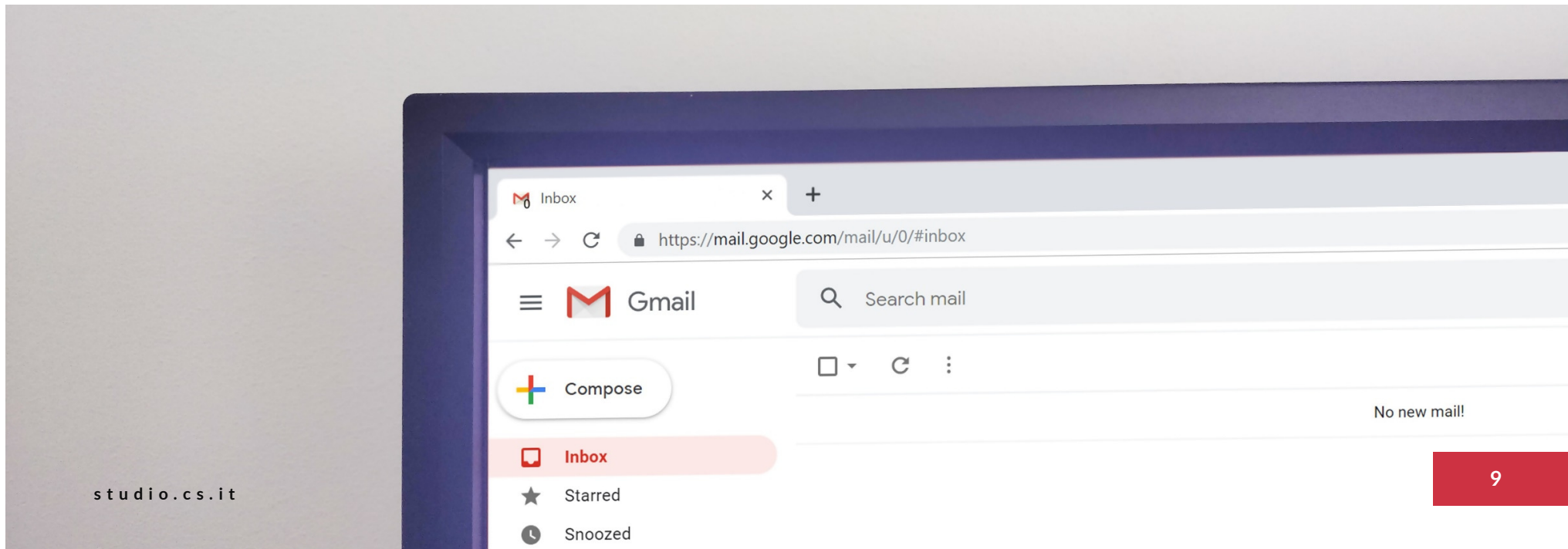
NURTURING LEADS AND EMAIL MARKETING

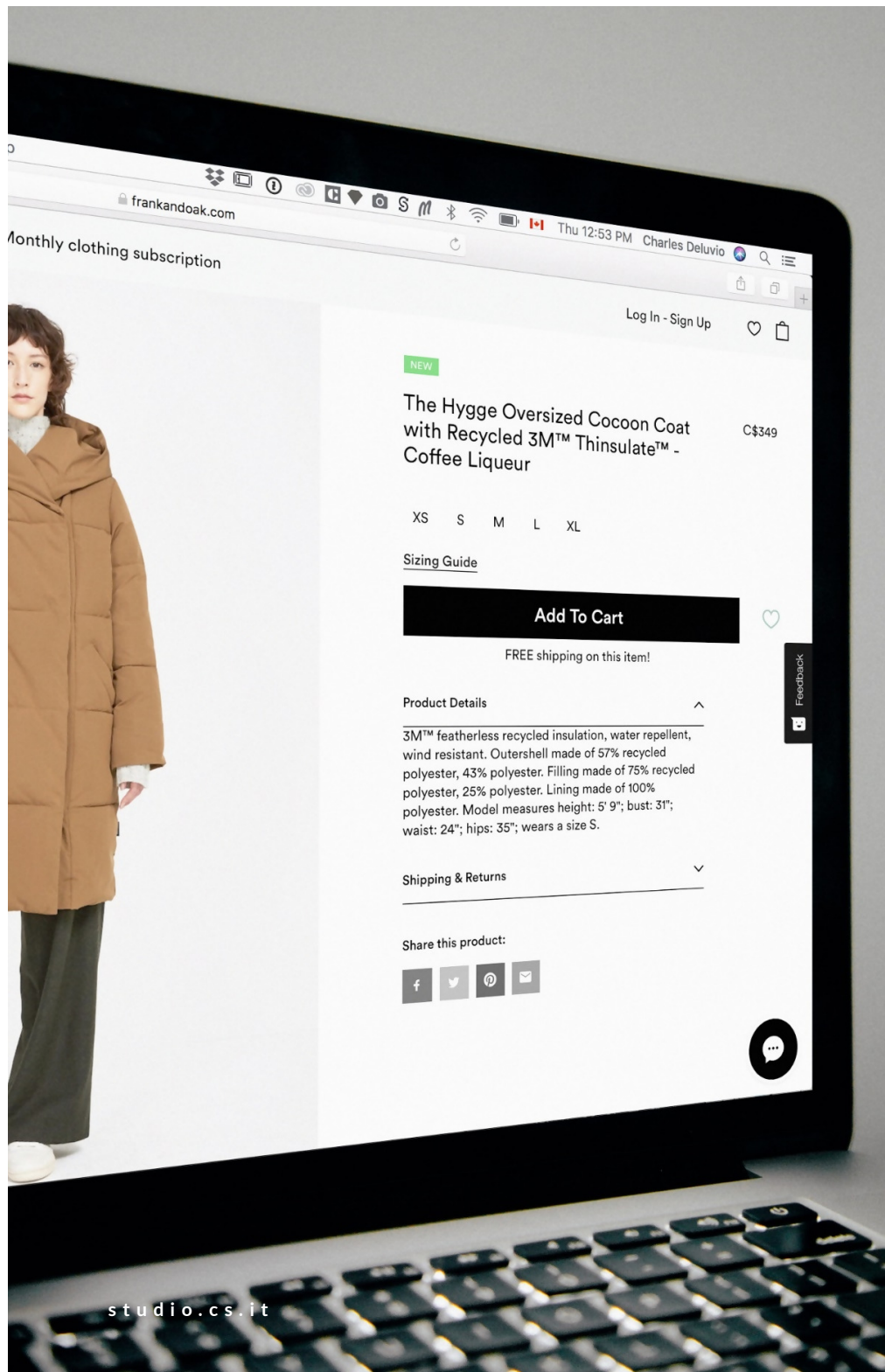
It is said that 1-3% of visitors to your website will make a purchase. That leaves 97-99% who are window shopping and not yet ready (or convinced) to buy right now. Sometimes this is because the lead needs to take other's into consideration before making a purchase, they require further education on the product or topic, they don't have the money available in the moment or other reasons.

If you understand your market well enough, you should already have an idea of why people buy in the moment and why they don't. A big part of digital marketing is called a 'funnel'.

This is a journey your leads take between the moment they become aware of your brand (advertisement or referral) to the moment they refer their friends or colleges to the moment they re-purchase.

Understanding this journey in a digital world can be a bit daunting at first. Studio CS is here to help make this possible for you. A good digital customer journey will greatly increase conversion rates, customer lifetime value and lower acquisition costs. This money earned and money saved will help increasing the health of your bottom line.





E-COMMERCE

Ecommerce has changed the way the world purchases almost anything it needs these days. Brick and mortar businesses who do not also offer online products are dropping like flies.

In addition to extending an existing brick and mortar business, ecommerce has grown to become a standalone dominant business model. Anyone with a good idea and some discipline is capable of creating a profitable online business these days. Some of the world's largest corporations started in the basements and garages of family homes. There is no reason why every business cannot have a digital presence. In time, those who don't adapt to a digital model will fade into the background and be outshined by those who do.



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