




DDG 


DISCOVER DIGITAL GROUP inc.

ABOUT US

DDG VISION Our reason for being

A photograph of a modern building's exterior. The building has white walls and a balcony with a dark metal railing. A large red patio umbrella is open on the balcony. The sky is clear and blue. A dark semi-transparent banner is overlaid across the middle of the image, containing white text.

To be our clients' most respected source for insights and actions that drive their success.

- 
- Identifying new sources of revenue through digital product development and audience development for existing products

- “The client is the “person” mindset
- Holistic perspective on your situation (CMO view)
- Broad and deep digital knowledge base
- Talent with a unique wealth of experience
- Foresight into opportunities/threats
- More proactive than reactive... but also responsive & flexible
- The most effective choice



Your Respect & Trust

OUR SERVICES

- eRevenue Identification
- Digital Business Strategy
- Business Planning & Forecasting
- Audience Development & Loyalty
- Integrated Marketing
- New Product Development
- Marketplace, Competitive, & Trend Assessment
- Social Media Strategy & Marketing
- Site Design & Development

OUR CLIENTS

The
Economist

Economist | Education

citibank[®]

IBM[®]

motive

ARTISTS
electric

CLIENT TESTIMONIALS



Marc Schiller

Founder and President, Electric Artists

ARTISTS
electric

“The Discover Digital Group combines powerful strategic and creative thinking with a wealth of expertise in digital. They are highly attentive and responsive to their clients’ needs. They also understands from first hand knowledge that, for those of us who work in digital transformation, the attitudes of internal stakeholders are often the most important challenge to overcome”



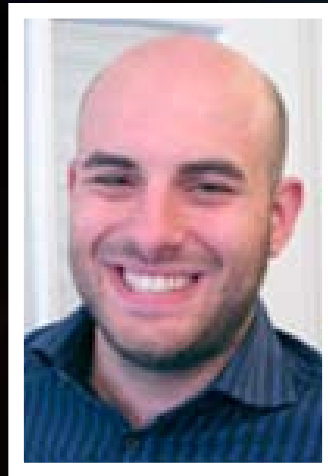
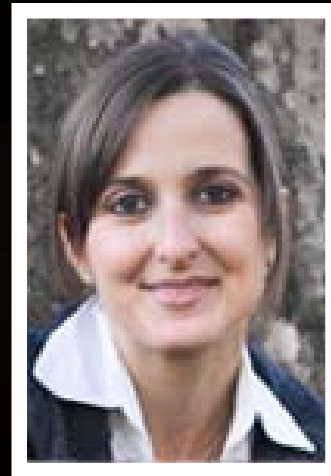
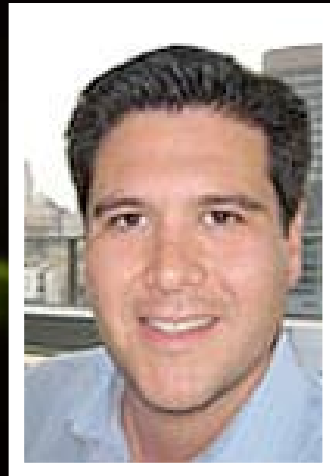
Alan Press

Senior VP, Brand Innovation, The Economist

The
Economist

“Discover Digital has played a critical role in both the thinking and execution of our Brand Innovation. From product ideation to business strategy and planning to partnership development, I put my full trust in both their work and thought leadership. They help me think differently about the world.”

OUR TEAM

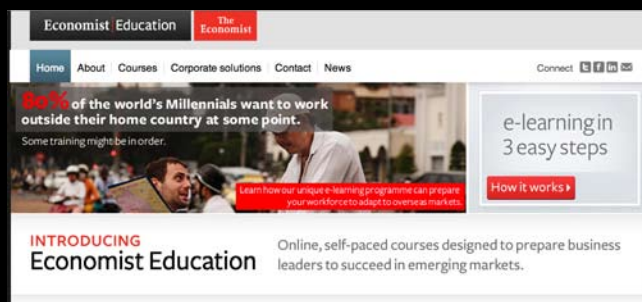


Smart, experienced, passionate, dedicated, focused...
and very, very nice.

The Economist

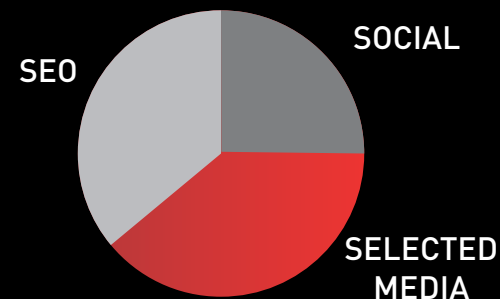
DDG was engaged to identify new business opportunities for The Economist consistent with its 140-year heritage and goal of driving new revenue streams.

New Product Development



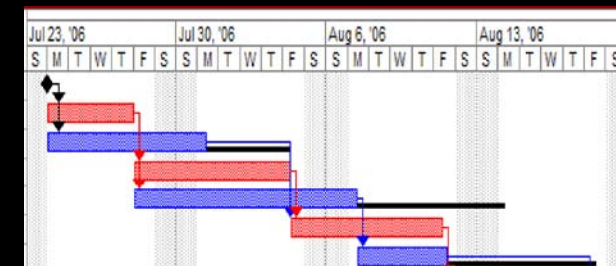
Product Ideation

Leverage the unique insights and foresights of The Economist with the industry leading research of the EIU to fill the market need for an e-learning platform for international business executives.



Digital Media Strategy

DDG identified specific segments within the target universe to disseminate marketing and social engagement strategies. DDG also managed ROI through CPC, CPM, and CPA to create sales opportunities for courses.



Process Stewardship

DDG worked hand-in-hand with the Economist team and were contracted to lead the marketing process from driving strategy to vendor selection and pricing rationale to implementation and analytics.



DDG was engaged to prepare the first comprehensive digital strategy and roadmap for one of CitiBank's most profitable divisions, The RPC Group.

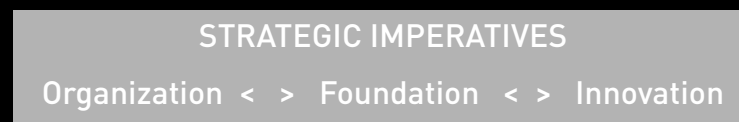
Digital Business Strategy



Strategic Assessment

DDG reviewed the state of RPCs client offerings, conducted a competitive assessment, client survey, user assessment, and capabilities review to generate a detailed digital SWOT for the group.

RPC DIGITAL MISSION



GOALS & SUCCESS METRICS

Internal & Partner Alignment

DDG worked across 16 different internal and partner constituencies to host a two day conference on vision, principals, objectives, and work-streams for the RPC digital strategy, achieving alignment on the above.

ACTION OWNER

+

TIMING

=

KEY ACTIONS FOR
ORGANIZATION IMPERATIVE

Recommendation & Roadmap

DDG prepared Revenue and ROI based recommendations to the team with detailed timeline, resource models, and platform options. Recommendations were presented to and approved by senior leadership.



DDG was engaged to optimize IBM's digital strategy by creating an execution model that would increase conversion rates and decrease costs.

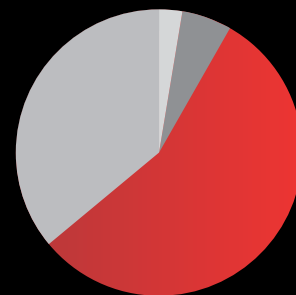
eRevenue Identification

- | |
|-----------------------------------|
| 1. Size Optimization |
| 2. Resource Optimization |
| 3. Content Optimization |
| 4. Client Experience Optimization |

Digital Strategy Restructure

DDG reviewed IBM's current approach to digital strategy, and formulated a framework that accelerated adoption across businesses and markets.

SITE TRAFFIC DISTRIBUTION



Site Audit

DDG conducted an audit of IBM.com, including site navigation, page volume vs. page views, & associated hosting costs. Findings led to recommendations on optimizing the user experience, search, cost savings, and revenue.

SITE SIZE



Site Optimization

DDG guided the analysis into IBM.com's site structure and identified cost savings opportunities through consolidation of pages and optimization of content governance practices.



The right people for the right problem at the right time
Learn more at discoverdigitalgroup.com