



# Implementing Business Transformation Framework

Every business needs to transform. The business landscape is changing so rapidly that business models and technologies are obsolete in less than a decade. To stay competitive, every business must be able to take the necessary actions when it is required. But transformation can also be challenging, especially considering the complexity of today's business world. That's why we created this framework for business transformation!

## Keyword Analysis

Use keyword analysis to identify the search terms your customers are using. This will help you understand what keywords and phrases they use when searching for a product or service like yours, as well as how many people are looking for that keyword on Google each month. You can also find out which of these top-of-the-mind words is most relevant to your marketing campaign by typing it into a keyword tool like Google AdWords Keyword Planner Tool. In addition, you should take time to research competing sites in order to see who ranks ahead of you for particular topics so that you know where there might be opportunities for new content pages on your site or social media channels.

## Customer Analysis

The customer analysis provides marketers with a plethora of information about their target market and customer base. By considering the customer's perspectives on your products, you can better understand what they want to see in terms of benefits as well as how much effort they are willing to put into achieving those desires. These insights should help you create more effective marketing campaigns that will resonate with your target audience while also addressing potential customer frustrations or fears before making an investment in product purchase.

## Unique Value Proposition

Unique Value Proposition: Unique value propositions are a powerful tool for building trust with your customers. They show that you have something



different to offer than the competition, and it can be hard to find someone else who does what you do as well as you do. Unique value proposition is another way of saying "unique selling point." A unique value proposition includes products or services which alleviate customer pains and create customer gains by providing things like convenience, variety, quality, or service above expectations. We don't want our readers to feel overwhelmed when they're trying to decide on their next purchase, so we've created this easy-to-follow list of content types! This should help clarify some areas where your company may excel in comparison to other companies in your industry.

## **Customer Journey**

The customer journey is an important part of any marketing strategy. If you can define the different pathways for prospects to become customers, then you will be able to market your products or services more effectively. Whether it is lead generation, lead nurturing and converting leads into sales opportunities with a customer journey map, understanding how people think at each stage in their buying process can help drive sales by considering what they want from the get-go. Contact our team today to learn about some practical ways that we can design the awareness to purchase steps to increase conversions on your website!

## **Online Presence**

Online Presence is important for businesses. Online presence should be considered in terms of the Google My Business (Google Map pin), Facebook, LinkedIn and other social media channels. Online presences allow you to extend your reach across different platforms. We can help with everything from creating a business profile on Google My Business or will work with you to create an amazing online marketing strategy using SEO that's tailored specifically for your company!

## **Content Creation**

Content creation is an important part of any content marketing campaign. Content marketers need to have a thorough understanding of who their customer base is and what they want or else the content will be irrelevant. The best way for your company to create high-quality, engaging content that resonates with your target audience is by using customer keywords within the business transformation framework.



## Digital Marketing

In order to attract the right customers, you need a marketing plan that is custom-built for your business. You also need an online presence strategy which showcases and positions your brand in front of potential customers who are actively looking for what you offer. This digital transformation framework will help guide you through every step from assessing where your company stands now so envisioning how it can be with just a few changes to its current state.

## Sales Funnel

A sales funnel is a process that starts with lead generation and ends at the point where sales are made. This sales pipeline can be managed using what's called a business transformation framework, which is essentially an analytical approach to managing how your sales team converts leads into revenue. The more conversion points you have in your sales funnel, the greater chance of converting each one successfully--and it all begins with lead generation! If you want help figuring out if this sounds like something you need for your own company, contact us today for our consultation services. We offer tailored plans to fit every industry's needs so there's no reason not to explore whether or not we could provide value for yours!

## Conclusion

We have compiled a business transformation framework that will help you do just this! We can provide tailored plans for every industry, so there is no reason not to explore whether we could provide value for yours. Let us know if implementing our business transformation framework sounds like something your company needs and we will be happy to brainstorm with you about the details of what it would entail--including how much time it might take and cost.