1. DISCOVER

ARCHITECTURE
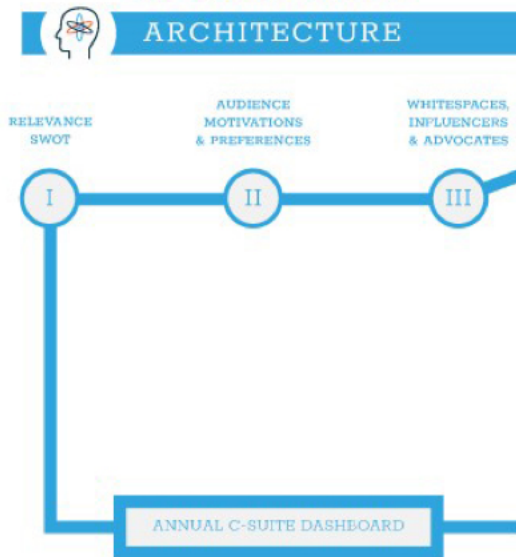
2. DEVELOP

VOICE

3. DRIVE

ENGAGEMENT

RELEVANCE SWOT

AUDIENCE MOTIVATIONS & PREFERENCES

WHITESPACES, INFLUENCERS & ADVOCATES

PLATFORM & NARRATIVE

ENGAGEMENT STRATEGY & TEAM

ASSET CREATION & CURATION

ENGAGEMENT & AMPLIFICATION

MEASURABLE ROI & IMPACT

I

II

III

IV

V

VI

VII

VIII

ANNUAL C-SUITE DASHBOARD

QUARTERLY TRENDS

ONGOING OPTIMIZATION