



# **Digital Strategy: A Guide to Digital Business Transformation**

**Alexander Rauser**

## Table of Contents

Introduction	Past, Present, Future . . . . .	ix
	The Story of the MP3 . . . . .	xii
	What Will the Digital Future Look Like? . . . . .	xv
	Why Read This Book? . . . . .	xvi
	Who Is This Book For? . . . . .	xvii
	A Note on Digital Investments . . . . .	xviii
Chapter 1	The Definition of a Digital Strategy . . . . .	1
	What Is a Digital Strategy? . . . . .	1
	Why Would You Want to Have a Digital Strategy? . . . . .	3
	Optimize Sales, Processes, and Services . . . . .	8
	What If You Don't Have a Digital Strategy? . . . . .	9
	Who Is Involved in Your Digital Strategy? . . . . .	13
	Let's Take a Look at Some Practical Examples . . . . .	14

That's Why You Should Consider Creating a Digital Strategy . . . . .	15
Chapter 2 Strategy Creation . . . . .	18
How to Create Your Digital Strategy . . . . .	18
Auditing Your Assets . . . . .	30
Planning New Assets . . . . .	36
Identifying Risks . . . . .	40
Prioritization and Integration of Your Digital Assets . . . . .	45
Chapter 3 Strategy Implementation . . . . .	60
Defining Your Road Map(s) . . . . .	61
Setting Your Measurement Plan . . . . .	63
The Iterative Process . . . . .	74
How Great UX Will Impact Your Digital Strategy . . . . .	77
Governance . . . . .	84
Understanding Technical Debt . . . . .	92
Chapter 4 Substrategies . . . . .	96
Mobile First . . . . .	96
Web Strategy . . . . .	100
Inbound Marketing . . . . .	103
Outbound Marketing . . . . .	104
Chapter 5 Maintaining Your Strategy . . . . .	108
Setting Up Your Analytics . . . . .	109
Technical Maintenance . . . . .	113
Chapter 6 How to Innovate . . . . .	117
How Can You Create a Company Culture That Fosters Innovation? . . . . .	123

Chapter 7 Rounding It All Up .....	133
About the Book .....	137
Glossary .....	139
About the Author .....	151