

ACTION GROUP
Digital Strategy Roadmap

25 | APRIL | 2024

Clan Design Company Profile

Clan Design is a small company created in Dublin over 30 years ago with the mission of providing a high quality and transparent consultancy service in visual communications & digital strategy for both printed and electronic media.

Clan Design Clients

For over thirty years we have worked with many clients in the areas of Digital Design, Web Development, AV Presentations, Traditional, Online Marketing & Advertising and Bespoke Technical Training, including:



Clan Design Senior Team

Ramón Herranz

Design, Visual Communications & Web Development | Managing Director



Ramón Herranz is a Science graduate (BSc) from Saint Louis University (USA) and holds an MBA from Adegá (Spain). He specialises in the areas of **Digital Design, Visual Communications & Branding, Web Design & Development** and **Online Marketing** with over **30 years experience** working as a consultant in these fields.

Ramón's key technical skills include: Digital Design, UX/UI Design, Visual Communications, Web Development, Ecommerce, SEO, Online Marketing & Social Media and has extensive experience in Project Management of related projects.

Lia de Lancey

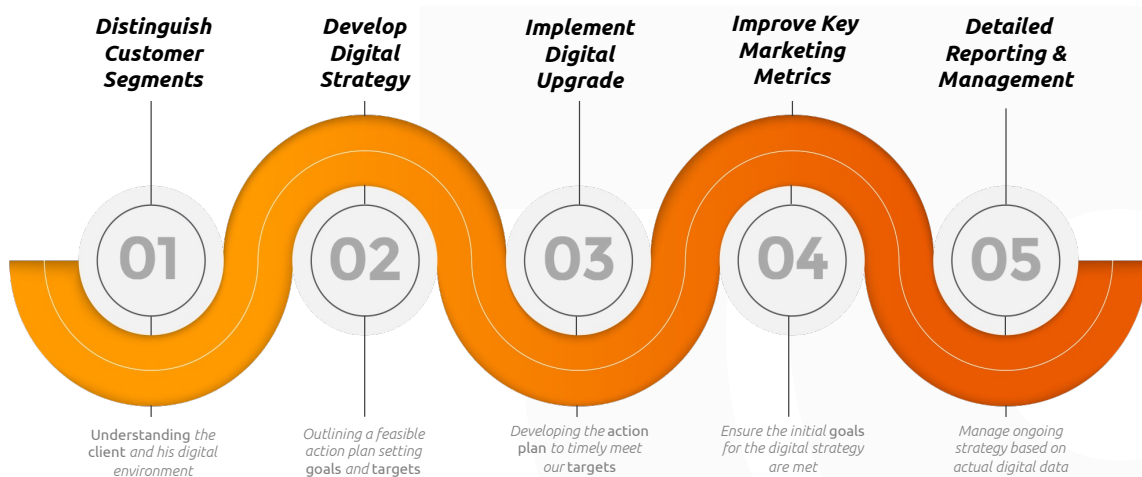
User Experience, Content Creation & Digital Strategy



Lia de Lancey is an Ergonomics & HCI graduate from UCL London with a BSc in Psychology. She specialises in **Website Redesign, Content Creation, and Digital Marketing** with over **12 years experience** in the field.

Lia's key technical skills include: UX/UI Design, UX/UI and Analytics Auditing, Digital Advertising & Conversion Rate Optimisation, Social Media Advertising, Google Ads, High Quality human Copywriting with a focus on SEO and Sales.

Action Group Digital Strategy Approach



01. Distinguish customer segments

Understand the client and their digital environment

02. Develop digital strategy

Outline a feasible action plan setting goals and targets

03. Implement digital upgrade

Develop the action plan to meet goals in a timely fashion

04. Improve key marketing metrics

Ensure the initial goals for the digital strategy are met

05. Detailed reporting & Management

Use performance data to optimise digital strategy going forward

Action Group Digital Strategy 10 Key Steps

01. Auditing & analysis

- Audit digital performance
- Identify opportunities for improvement

02. Report & liaise with stakeholders

- Report on audit results
- Ensure thorough understanding of customer segments
- Feedback from stakeholders

03. Create detailed improvement plan

- Goals
- Key performance metrics
- Ongoing work required

04. Consolidation of IT / digital resources

- Consolidate domains & hosting
- Centralise ancillary digital services
- Set up access protocols for security

05. Determine branding & visual design parameters

- Review company visuals with sensitivity to individual brand goals

06. Reorganise structure of websites & content

- Enable customer segments to access relevant information with ease
- Attract additional visitors to websites
- Increase visitor engagement

07. Develop backend web framework

- Upgrade of website framework for better functionality
- Implementation of visual branding & design

08. Populate web framework with content

- *Implementation of copy*
- *Enhance leads & conversions with UX design*
- *Technical optimisation*

09. Set up of marketing tools

- Google Analytics
- Search Console
- Hotjar
- Advanced ecommerce Promotional Plugins
- Mailchimp
- chatbots

10. Initiation of ongoing digital marketing work:

- Day to day management & implementation of digital strategy
- Optimise leads & conversions
- Detailed reporting on key metrics
- Evolution of digital strategy in line with Action Group goals over time