STRATEGY

A digital consultant's value is independent advisory and industry knowledge. Duties inc.

- 1. Strategic guidance
- 2. Project planning
- 3. Project management
- 4. Pre & Post Campaign Performance Assessment
- 5. Troubleshooting & Arbitration

TECHNICAL

Webmaster assumes reponsibilities for continuous performance improvement of all digital platforms, inc.

- 1. Technical architecture & functional spec
- 2. Performance evaluation/ upgrades
- 3. User compatibility & experience optimization
- 4. Search engine optimization
- 5. Multi-channel testing
- 6. Analytics management

DESIGN

Design must think beyond graphics to create experiences that lead to customer conversion. Creatives must design with call-to-action and end-goal specifications.

MARKETING

Primary responsibilities inc.

- 1. Platform population/managemnt
- 2. Cross-channel communication (email, social, press, blog)
- 3. Market research
- 4. Content production (newsletters, whitepapers, reports, articles)
- 4. Reporting (analytics & industry updates)

