

# DIGITAL

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# MINIMAL

Bring your **Digital Marketing**  
in-house

## METHODOLOGY & SERVICES

### 1 | Digital Maturity Assessment

**Audit and evaluation of your current marketing reality**

- Campaign budget, performance and attribution
- Team, skillset and workflows
- Marketing Stack cohesion and collaboration tool efficiency

### 2 | Strategic Digital Marketing Insourcing Plan

**Blueprint for increasing your digital maturity**

- Business case including vision and goals and project governance
- Framework for business goals aligned with marketing operations
- Transition plan for external vendor contracts and relationships

### 3 | Implementation and Operational Success

**Daily accompaniment and facilitation of your project**

- Business rules, media plan and nomenclature
- Shortlist, selection and integration of platforms
- Talent sourcing and development & resource allocation
- Process iteration, campaign optimization and preparation for automation

## BENEFITS

### ALIGNMENT

Align your business goals with your entire team's performance

### TRANSPARENCY

Optimize your media spend by tracking and understanding your customer touchpoints

### AGILITY

Enable your team to anticipate and quickly react to your industry's everchanging reality

Digital Minimal's in-depth expertise of the advertising ecosystem enables us to help companies insource their digital marketing departments quickly and efficiently. Clients experience higher return on investment, improved team accountability and faster go-to-market.

Ready to fully control your Digital Marketing? Get in touch!  
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