



VENTANA RESEARCH

Digital Experience Optimization Workshop

Workshop Services

Ventana Research offers a client-tailored Digital Experience Strategy Optimization Workshop across all expertise and topic areas. Our workshop consists of a thorough and collaborative preparation and review along with precise recommendations and methods of your optimal digital experience for an effective marketing strategy across brand to demand generation to competitively differentiate yourself in the market through an interactive expert-led workshop.



Alignment

Is the digital experience strategy sufficiently aligned to your buyer journey from top to bottom of the funnel and clearly articulated to your full revenue potential?



Relevance

Is your digital experience strategy incorporated into your marketing plan and interacting with buyers and customers in a unique and differentiated manner?



Impact

Is your digital experience being communicated in your organization as a marketing value and part of your overall digital strategy and commitment to their success?

The Results of a Workshop

Ventana Research's subject matter expert, with decades of relevant experience as a research director, will conduct the workshop to identify and prioritize opportunities for digital experience strategy optimization to guide marketing improvements and ensure optimal results. The workshop will provide alignment to the best possible digital experience and will include how to market strategies to gain confidence in your ecosystem of buyers, customers and even partners. Clarity and differentiation in your digital experience strategy is critical to gain the best possible confidence and perception from your buyers and customers through your marketing efforts.

Deliverables

- Actionable guidance on an effective digital experience strategy and plan.
- A blueprint and framework for digital experience strategy optimization.
 - Creation of customized materials to ensure workshop goals are met.
- Preparation and follow up fine-tuning strategy sessions tailored to client.
 - A full-day workshop leading and collaborating with your team.

Benefits

- Optimized strategy to gain buyer confidence and increase engagement.
- Reduced time and resources to establish and optimize digital experience.
- Increase trust from buyers in a compelling and differentiated approach.