



COMMTECH

Progression Path



1. PROFESSIONAL

Content is king.

- Listening yields insights.
- Create, distribute content tailored to the channel
- Monitor social platforms for keywords, sentiment
- Audience determined by platform and channel

KPIs:

- Content engagement (views, likes, shares, retweets)



2. PATHFINDER

Campaigns that move stakeholders to action.

- Establish Agile teams
- Target by digital behavior
- Design journeys that lead to outcomes
- Content for each touchpoint
- Launch, iterate, optimize
- Paid is essential
- Detect, address fake news

KPIs:

- Audience engagement (open rates, click-throughs, conversion)



3. PACESETTER

Optimize for performance and transformation.

- Hyper-targeting
- Dynamic content
- Continuous optimization
- Identify opportunities for on-brand activities
- Source of rich enterprise data

KPIs:

- Net Promoter Score
- User reviews
- Job offers accepted
- Leads generated, progressed

Transformational Enterprise Change