6 steps to get started with digital marketing

1 TRACK CUSTOMER BEHAVIOR
Collect data and create events: Capture digital data and track customer behavior.
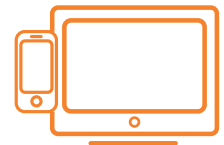
2 CHOOSE WHAT CONTENT TO DISPLAY
Create messages: Upload assets and creatives with messaging that entices customers and moves them to action.

3 CHOOSE WHERE YOUR CONTENT DISPLAYS
Create spots: You decide where to display the creative based on the channel, such as mobile app and web pages.

4 DEFINE WHO SEES YOUR CONTENT
Create segments: These are groups of people who share common characteristics. Analyze segment attributes and determine best placement across channels based on segment profiles or characteristics.

5 DELIVER THE CONTENT
Create tasks: Measure, test and deliver personalized content with tasks. Make the customer experience personal and memorable from web, mobile and email channels.

6 TRACK CUSTOMER INTERACTIONS WITH YOUR CONTENT
Create activities: Connect tasks to create customer journeys that deliver the right content, in the right place, to the right people.

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