

Eight Things to Watch Out for On Your Digital Journey

- 1. But Everyone's Talking About It!**
Just because Twitter is "the next big thing", doesn't mean you should jump in head first. Investigate your audience and its intention before you even consider investing time and money. Don't forget to make sure that it's an integral part of your overall comprehensive marketing strategy.
- 2. Customer Expectations**
Many of your customers are already very comfortable in the digital world. They're on the Web, using their iPhones, connecting on social networks and watching videos. Make sure that your digital marketing is executed with your customer in mind.
- 3. Don't Reinvent the Wheel**
There are lots of great technologies, tools, and best practices available for you to leverage for your digital marketing project; no need to waste your money or resources on unnecessary costs.
- 4. The "One Size Fits All" Solution**
Conversely, avoid the solution that promises to solve everything for everyone. Your business is unique; take the time to find the most appropriate solution for you.
- 5. Missing the Mark**
Your website might look good, but is it working pulling its weight capturing leads or retaining customers as hard as it should?
- 6. Brand Degradation**
An initiative executed poorly could degrade your brand. A brand can be pulled down exponentially quicker than they can be built up.
- 7. Runaway Development Costs**
Poorly planned and architected websites and applications can end up costing you multiple times its initial projected cost, just as a bad contractor can blow out the budget and schedule of your home redesign.
- 8. Unplanned Maintenance and Management Costs**
Once it's built, who's going to update the content, pull down and analyze the data, make small tweaks to keep up your investment? Make sure to account for these in your strategy plan.

In this tough economic environment, business decisions need to be made wisely. A good digital agency should be interested in partnering with you to work towards your success long-term during any economic environment and be just as critical as you are of how funds and resources are being invested.

Who We Are

Plexipixel is a full-service digital agency specializing in consumer-driven experiences across multiple platforms that incorporate "Sticky Brand Play"™, our user-focused, value-minded process that acquires, engages, and retains customers to achieve measurable results.

Our projects include B2B and B2C work with clients like Adidas, Philips, Infiniti, and Microsoft.

Contact us at vicky@plexipixel.com or (206) 781-1405 to schedule a consultation today!