

MINORILABS

DIGITAL MATURITY ASSESSMENT

Analysis & Recommendations to optimize digital presence,
drive business growth



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drive business growth

Submitted To,

A Global Automotive
OEM



CONTENTS

1 . Introduction	01
2 . Summary of Recommended Actions Based On Criticality	02
3 . Digital Identity	03
4 . Digital Reach	05
5 . Digital Reputaton	09
6 . Social Media	11
7 . Steps Forward	13



1. Introduction

The data, information, inferences, and recommendations that follow are part of an analysis that is built on,

- Leading premium 3rd party tools dedicated to web, digital, traffic, and social analytics
- Dynamic research data published by leading consultancies in the digital domain

In the context of this document, the word 'digital' refers to the following,

- Digital domains,
- Digital channels,
- Digital resources,
- Social media properties,
- Including digital profiles collated by data and information aggregators that audiences rely on for information

A brief about your company and its global footprint.



This document is a first step towards a comprehensive study that would be co-authored with your company's sales and marketing organization.



2. Summary of Recommended Actions Based On Criticality

Legend	Description
	Under Control
	Needs Attention Critically
	Needs Attention
	Needs Attention In The Future

Digital Areas				
Digital Identity	Security		Leveraging Marketing Automation	Developing a marketing platform based on the current technology stack
Digital Reach	Website Content, Usability	Improving Website performance	Leverage Inorganic outbound marketing	Integrating the disparate digital properties of your company.
Digital Reputation	N/A	Claim social properties that are being maintained unofficially	Leverage the organic branding to drive in quality traffic	Develop a social media plan to deliver specific marketing and sales objectives
Social Media	N/A	Claim social properties that are being maintained unofficially	Integrate the social presence with the website	



3. Digital Identity

What We See



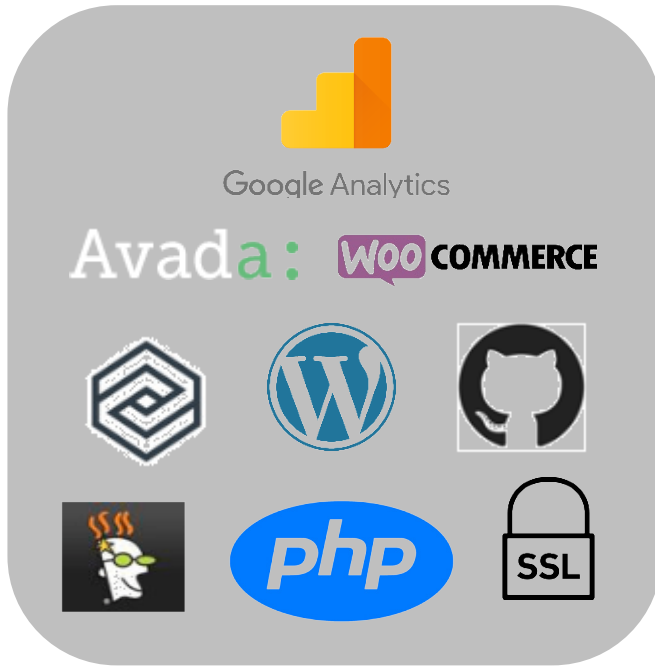
A. Your company's Group Website

i. Objectives





A. Technology Overview



Technology Application	Maturity
Analytics	★★
Marketing Automation	★★★★★
Widgets	★★
CMS	★★★
Frameworks	★★★
Security	★★★★★
Hosting	★★★★★

Legend	Level of Tool/Tech Utilization
★★★★★★	No Tool Utilization
★	Limited functional usage
★★	Usage that could be scaled up
★★★	Combination of tools capable of working together
★★★★	Combination of tools working together to achieve singular objectives
★★★★★	Perfect combination and utilization!

- Domain Registration Country: US
- Created on: 2014-10-22
- Expires on: 2020-10-22
- Updated on: 2018-10-09
- Language: PHP
- Hosted by: GoDaddy
- Security Certificate: SSL



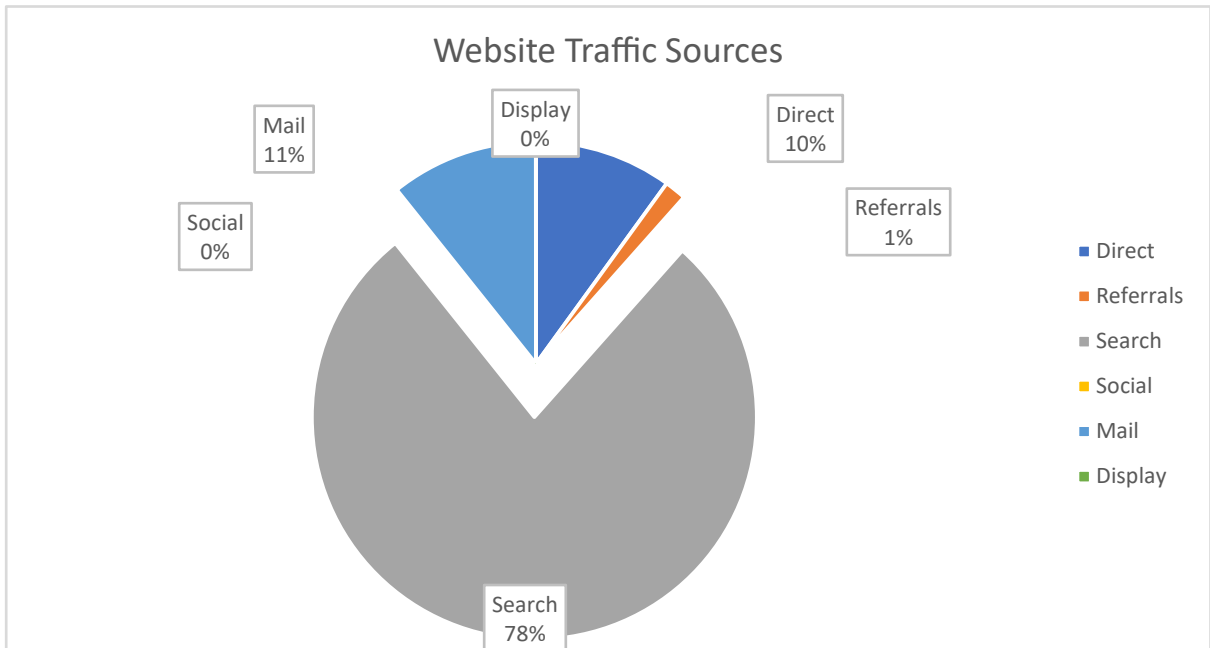
1. Digital Reach

What We See



Untapped ability to run campaigns for multiple objectives like Lead Generation, Reputation Management, Talent Engagement, Business Messaging etc.

A. How are visitors landing on your website?

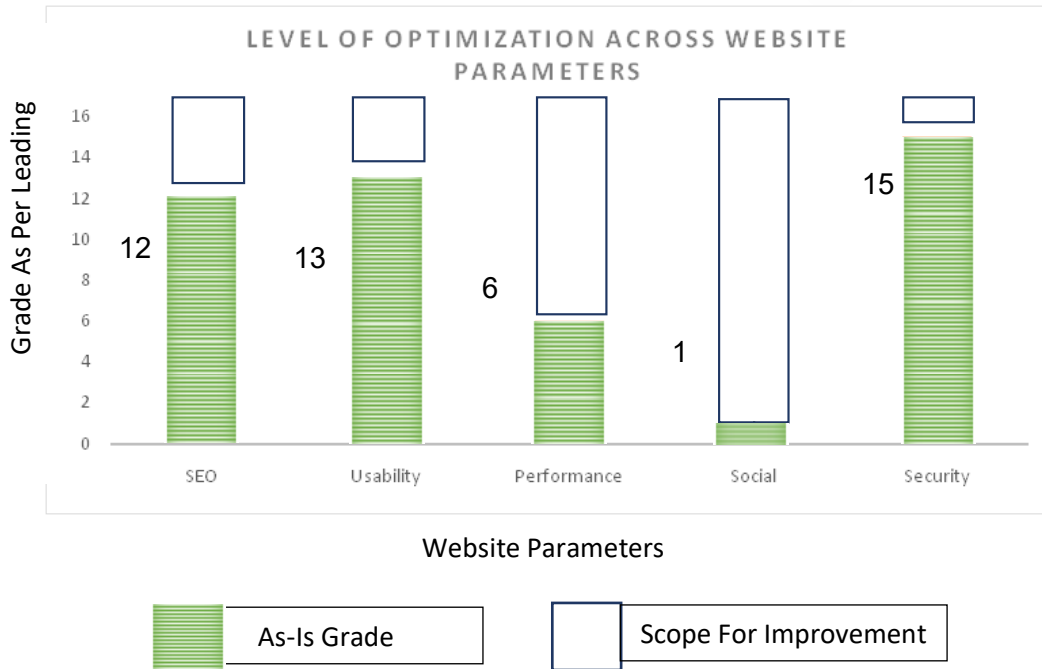




There is no one-size-fits-all formula to evaluate traffic source data. The above split indicates that all traffic to your group website is inbound, and through visitor initiation.

A. How are visitors reaching your website?

Web Traffic Fact	Finding	Inferences
100% of your website's traffic to their website is organic	Your company is yet to implement its ad-based marketing strategy to supplement and complement their other digital marketing efforts	A completely untapped source of quality web traffic and probable leads lies unexplored
~ 78% of the traffic comes from search engine traffic	There is a list of 33-51 search keywords that lists your domain name in their results.	For your company's aftermarket services – an integrated marketing approach (multichannel and omnichannel) will drive in more leads. This is an ongoing process.
~ 10% of the traffic comes from direct search	Direct search includes visitors who input your website's URL in their web browsers. This may include employee login users.	Additional widgets and applications will provide data and information to flesh out a strategy to supplement marketing efforts.
~11% of the traffic comes from Emails.	There is no Marketing Automation Tool or Email Engine that is linked to your website.	If you are using a custom domain or a shared service to run email campaigns, a marketing automation tool will help build audiences, and nurture leads for a seamless handoff.
0% Social, 1% Referral, 0% Display	You are yet to make plans for building content authority through backlinks and accelerating time to achieve objectives through paid	All these traffic sources help boost multiple marketing objectives. For example, leveraging brand presence



- Your website scores well on SEO, Usability, and Security
- And needs to improve in performance and social.

A. What are the benefits of optimizing website parameters?

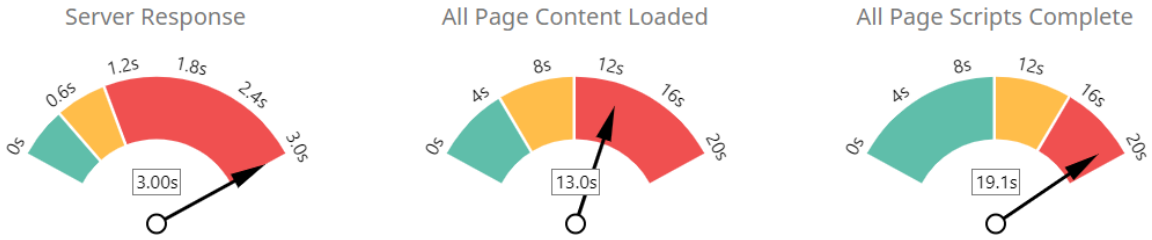
- Better quality of engagement with visitors
- More conversions from the website
- For example, website load time is now anywhere between 12-17 sec, whereas the average website opening time for other websites for similar audiences is 3-5 seconds

By optimizing load time to 3-5 seconds, your company stands to drive up the probability of converting visitors to leads by 3.4x to 4x* times.*



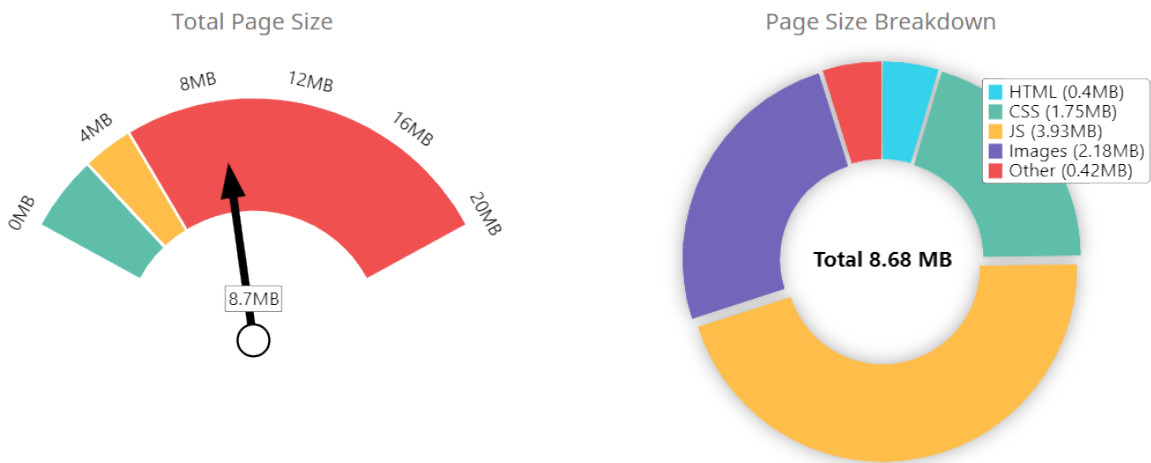
A. Your Website's Health

i. Performance

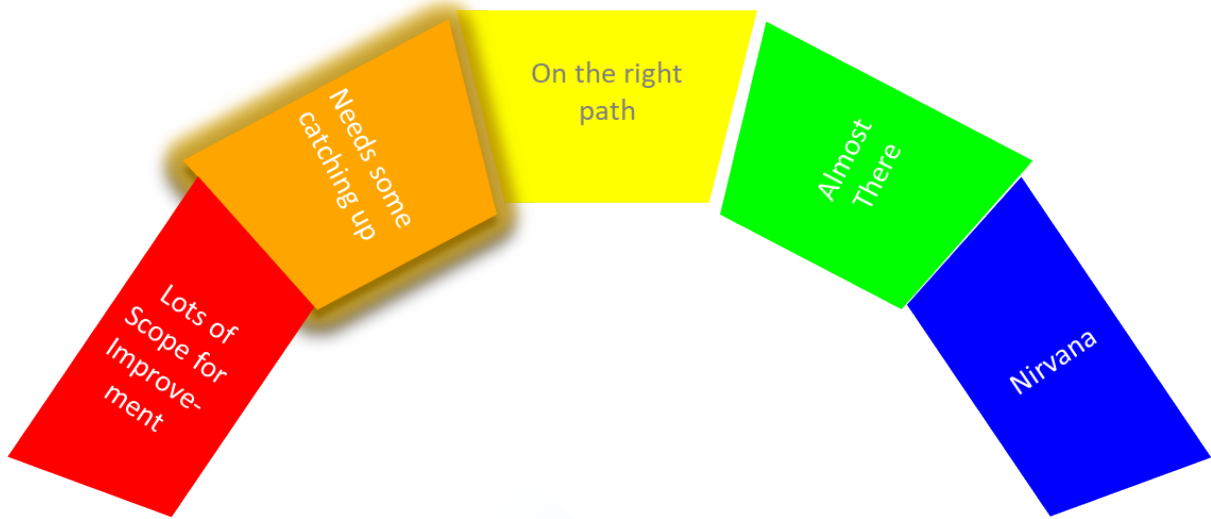


There is an urgent need to optimize website performance for faster loading.

ii. Page Size



i. Overall Website Health

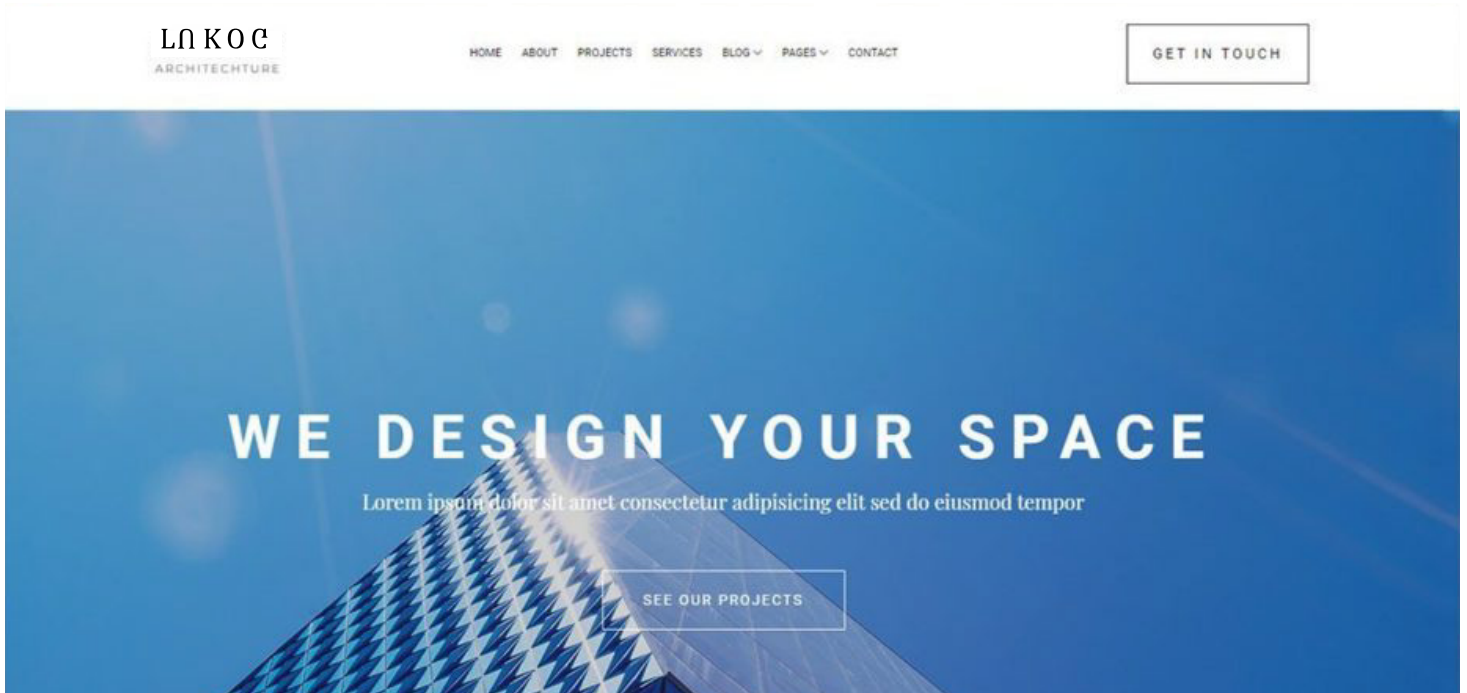


Content Optimization | Website Usability & Search Optimization

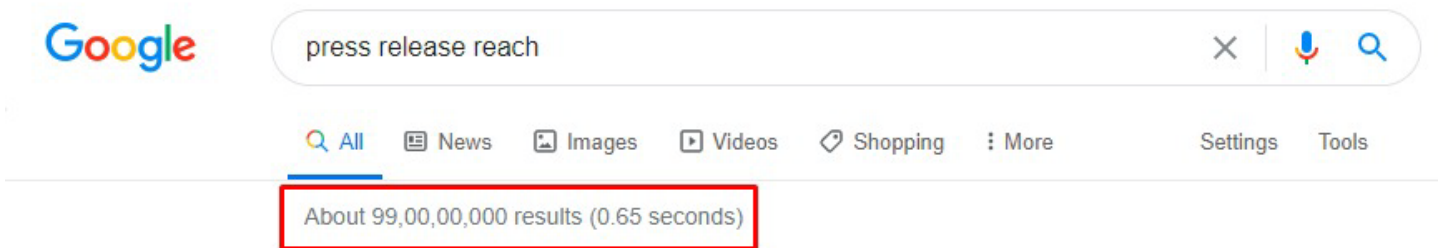


1. Digital Reputation

A. Dedicated News Page

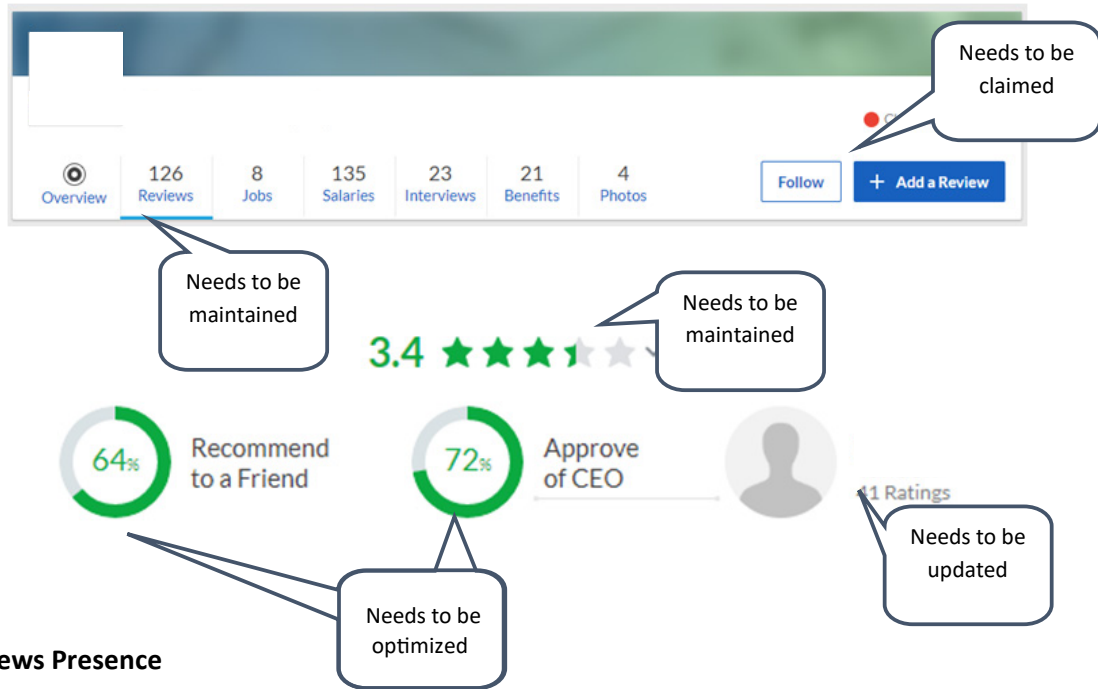


B. Press Release Reach

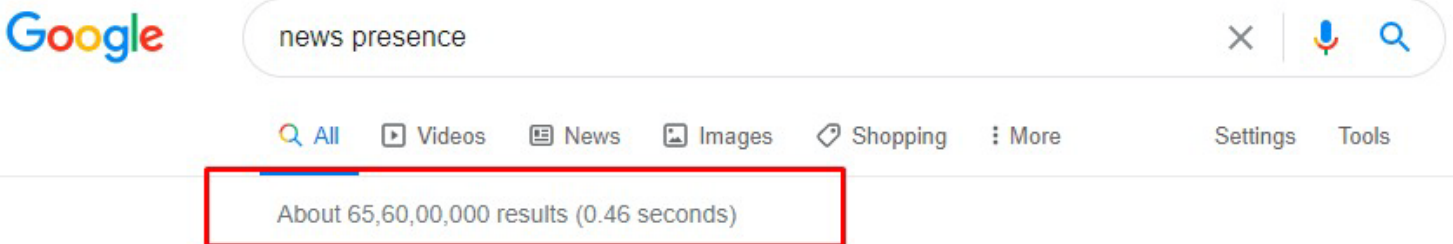




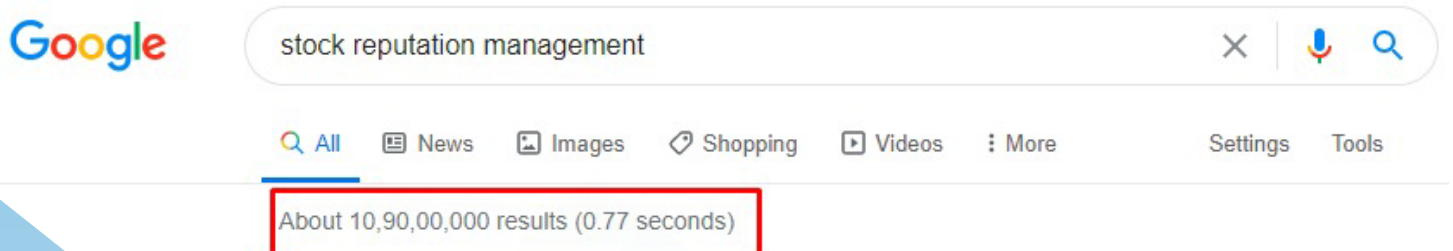
C. Employer Reputation



D. News Presence



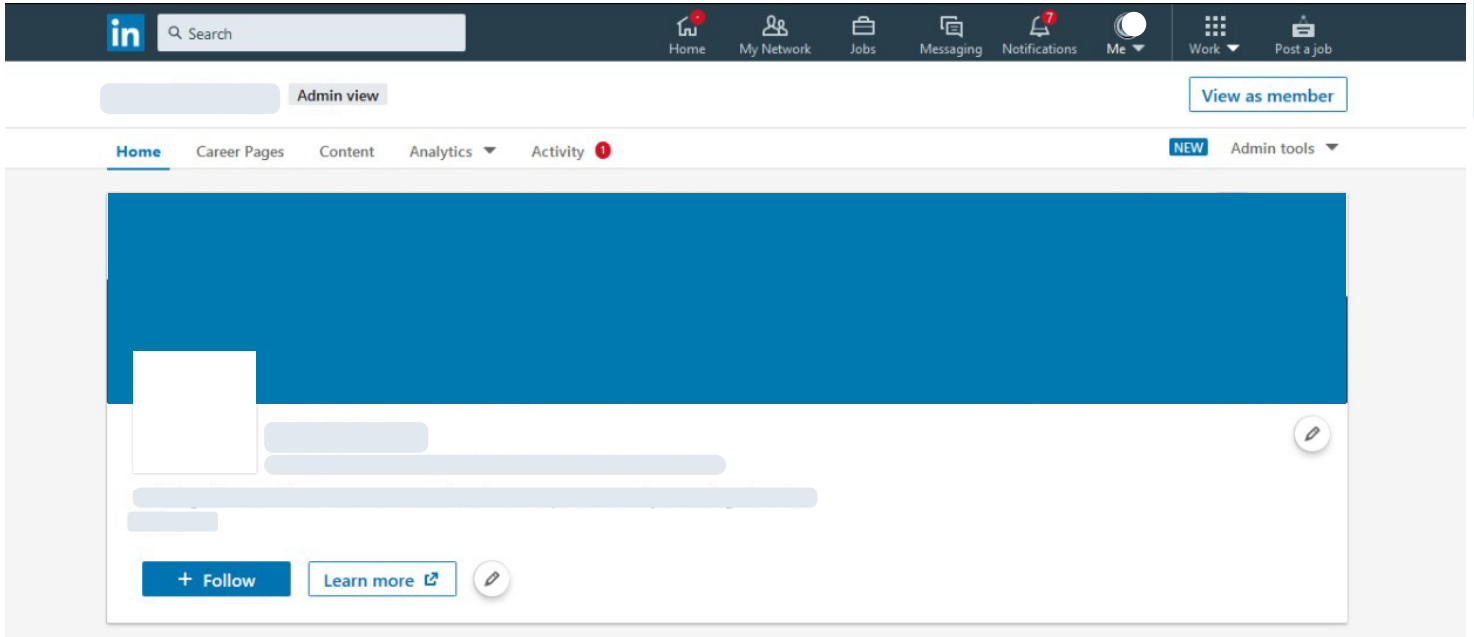
E. Stock Reputation Management



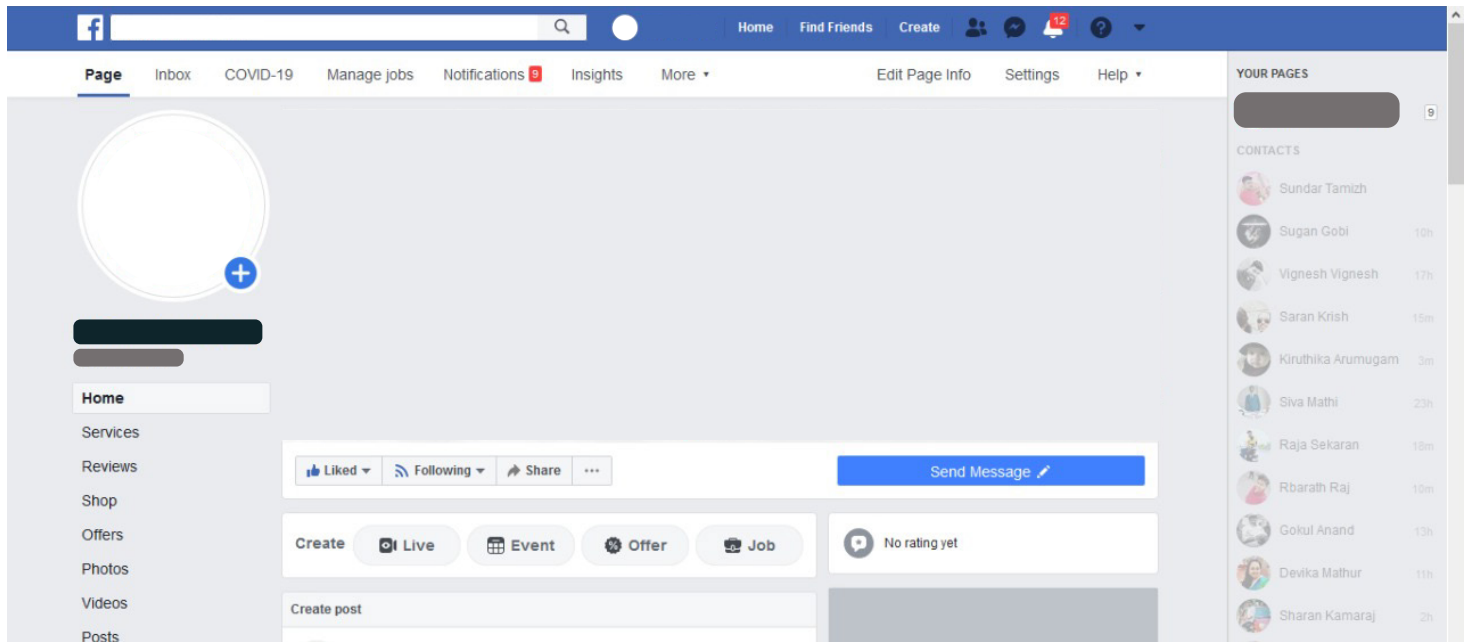


1. Social Media

- LinkedIn



b. Facebook



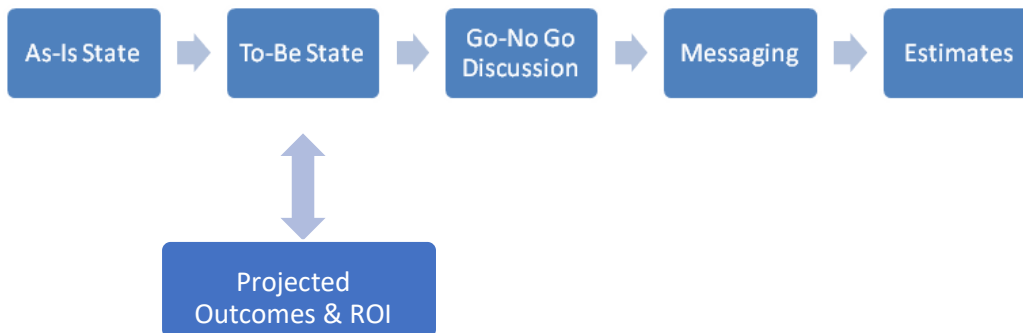


1. Steps Forward

A. Feasibility Assessment

MinoriLabs has leveraged multiple sources and evaluation methodologies for this assessment. The next step needs to start with a full-fledged study, understanding, analysis, and evaluation of your company's current state in the digital arena.

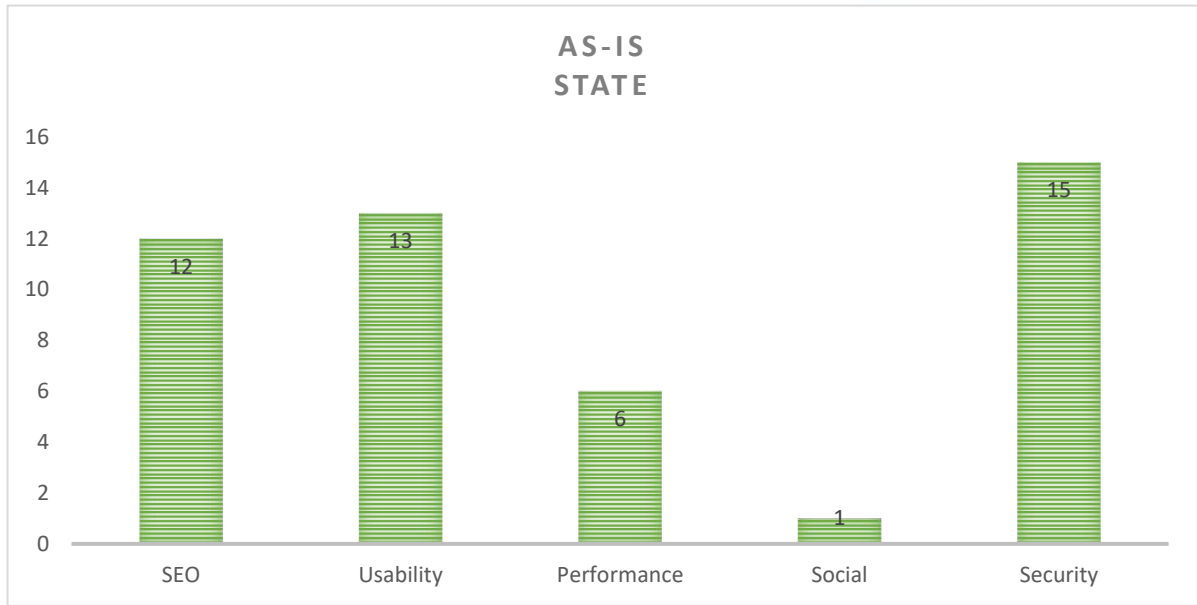
And this is achieved through the feasibility assessment.



The deliverables of the feasibility assessment will be in line with your organization's marketing, sales, business, and revenue objectives.

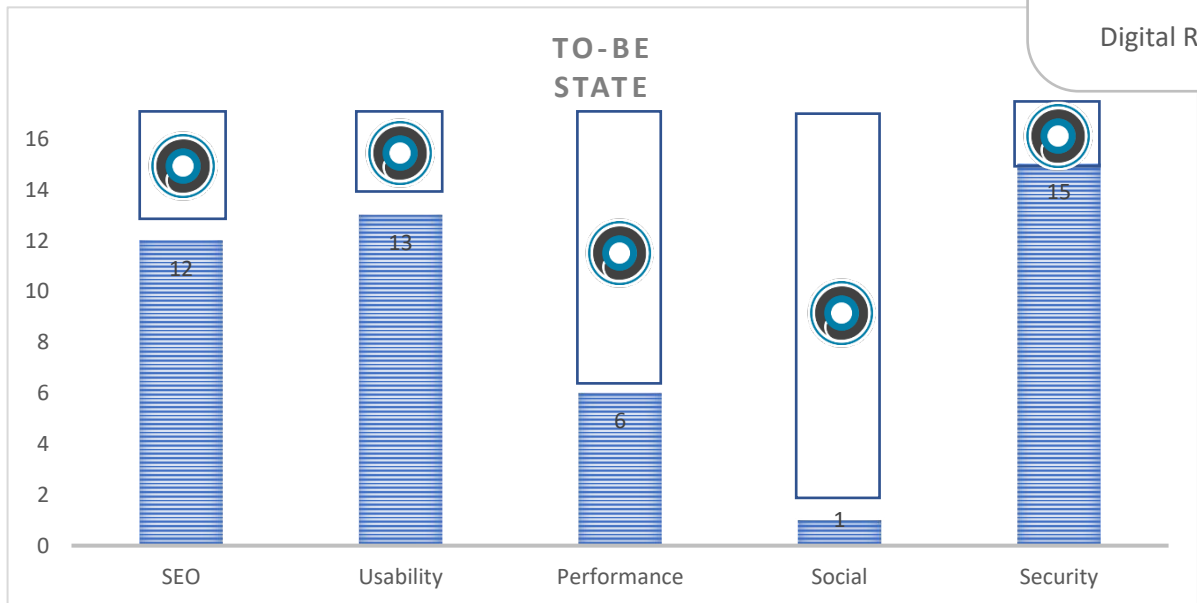
B. Outcomes of the Feasibility Assessment – An Example

The feasibility assessment covers a complete and holistic understanding of the As-Is state. And referring the



FEASIBILITY ASSESSMENT RECOMMENDATIONS

This is an example of the scope that the Feasibility Assessment would cover, which here particularly is Digital Reach.





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