

STRATEGIC TECHNOLOGY

Technology used/applied where the emphasis is placed on the best means to communicate with a diverse consumer base. Therefore, “strategic” technology in today’s marketplace sometimes technology becomes myopic, with the only focus on “what are the millennials doing?”

Strategic technology means identifying the consumer profile by demographic lifestyle and “honing” in on that communication profile, then adapting what is both applicable and practical to engage them. Optimum word- Engage.

Today communicating through technology, although powerful, has become more communicating “at” someone or “at” many and much less communicating with someone or with many someones. When you start with a communication strategy that starts with an objectives of “engagement” your stand a much better chance of gaining a “sales” opportunity.

If the overall objective is to communicate and engage, sell and merchandise and enhance brand presence, your technology must be strategic in your selection options and application venues.



First, understand your consumer profile before you target. Second, be sure to benchmark your starting points and your performance goals. Third, monitor your applications to gain a sound understanding of what’s your best performance application.

Learn more about the importance of strategic technology and how to adapt with ever-changing technology in this day and age.