

IMPACT OF DIGITAL TRANSFORMATION (DX) IN DIGITAL MARKETING

Is your business ready for the SHIFT?

Nancy Medina, MBA
Digital Marketing Consultant.
Professional Educator & Speaker.

Customer
Experience

Data
management

VR & AR
e-Commerce

Budget
Shifting

Data
Regulation

What is
next



Customer Centric (CX)

- 
- Identify opportunities.
 - Understand audience needs.
 - Reach the right audience with a personalization message.
 - Cultivate meaningful relationship.

Data Management System AI

AI is the future of CRM, going beyond contact management and sales force automation to truly helping you sell.

- Fast innovation.
- Personalized content.
- Intelligent audience segmentation.
- Omni-channel management.
- Cross-channel campaign activation.
- Social media integration.
- Personalized content.
- Leads generation.



eCOMMERCE'S **SHIFT** with VR & AR

Creates a synergy that improves the experience, sales, and brand visibility.

- Social Shopping Experiences.
- Virtual Engagements In-Person Events.
- Personalized Ad Experiences.
- Personalized relationship with the brand.



Budget Shifting

Customer behavior is changing rapidly, and today's marketing strategies need to be more responsive than ever to keep pace.



Data Regulation

- Data policies.
- Malware infection from files downloaded or links clicked.
- Browser hijacking and redirection.
- Stealing of data and other sensitive information.
- Proliferation of fake news.
- WordPress malware.





*"Helping entrepreneurs
create customized
marketing strategies to
increase brand value,
online exposure and sales."*

Nancy Medina, MBA
Digital Marketing Consultant
Certified by **Columbia Business School in NYC.**

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U.S. Small Business
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