

Digital marketing values.

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June 16, 2020

Friends. Values Let's say you have a 10 close friends you know them for years , one of them is a billionaire , 8 of them are average salary people and one of them a poor person. You suddenly urgently need 1000 dollars , you asked all you 10 friends to give you 1000 dollars or at least help , the billionaire person send you immediately 200 dollars, the other 8 people send you nothing , the poor person gives you 100 dollars and you know that he owns only 200 dollars. Now the question , who is the most valuable person for you ?

Business planning relation. It does not matter how many channels you have and related traffics like visitors , followers, likes , views unless you have a real direct relation between business planning and digital marketing assets.

Digital marketing DNA. The Digital marketing must be integrated and built based on your business planning. Digital marketing must be linked to sales , revenue , goals, value propositions and etc. your digital marketing DNA should be built based on the business planning and must provide real ROI for the whole business. With such DNA built, you can have the real evaluations of your digital marketing efforts , results and analytics.