

# FULL-SUITE DIGITAL MARKETING SERVICE

NTT DATA provides Digital Marketing service drive marketing transformation forward, from providing advice on strategic planning, checking current tools, selecting suitable technologies and digital marketing tools, to planning marketing analyses, in order to review processes and maximize the tools' efficiency and enable organizations to achieve the 5Cs of marketing,

## SERVICE OVERVIEW

### Marketing / CX Strategy

- Digital Marketing Assessment
- Buyer personas and Customer journey
- Customer Experience Development

### MarTech Consulting

- Tools assessment and recommendation
- Vendor Selection
- MarTech activation consulting

### Experience Design

- User Research
- UX UI design

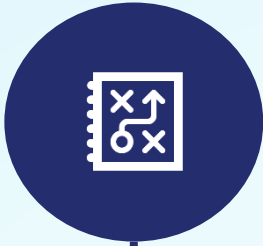
### MarTech Implementation

- Architecture design
- Tools configuration & customization
- Platform / system development
- Integration & Testing

### Business & Marketing Data Analysis

- In-depth analysis on performance
- Marketing funnel optimization
- Visualized report and dashboard
- Customer trends analysis





## Marketing Strategy & Customer experience

Assess current situation, pain points and wish lists to **define business goal**, **develop effective Marketing Strategy** to achieve the objectives and **enhance Customer Experience** through well planned Strategy.



## MarTech Implementation

**Architecture Design** and **develop marketing tools/platforms**, including tools customize and **configuration** to support users and enhance their capability on Digital Marketing and Customer Experience.



## MarTech Consultant

Not only developing, we also help **exploring** tools and create **selection criteria to recommend** the best tool for the business according to the needs and objectives. Ensure tools work well with workflow and be able to **optimize for better results**.



## Experience Design

**Design meaningful** and relevant **experiences** to users through **UX** and **UI**, involves the design of the entire process of acquiring and integrating aspects of branding, design, usability and functions.



## Business & Marketing Data Analysis

**Utilizing tracked data** to **analyze and optimize** Marketing or Campaign performance for better result according to business goal and marketing objectives

