

How to Revitalise Underperforming Digital Marketing Channels

MANAGEMENT SUMMARY & CORE TAKEAWAY

Keeping digital marketing channels performing at their best can seem like a never-ending task. With rapid changes in technology and consumer behaviour, what worked yesterday might not cut it today. Giving these channels a good shake-up can breathe new life into your marketing effort.

CONTEXT & EXECUTIVE RELEVANCE

Keeping digital marketing channels performing at their best can seem like a never-ending task. With rapid changes in technology and consumer behaviour, what worked yesterday might not cut it today. Giving these channels a good shake-up can breathe new life into your marketing efforts. Just like tending to a garden, each part of your digital marketing strategy requires attention to flourish. Neglect leads to decay, while persistent care brings growth and vibrant results.

Revitalising underperforming digital marketing channels isn't just about patching up holes. It's more about reevaluating strategies and implementing new ideas to get the most out of your marketing efforts. This process involves a bit of research, a dash of creativity, and steady tracking to see what truly resonates with your audience. Let's dive into some straightforward steps to get those sluggish channels back on track.

SWISS COMPLIANCE & ARCHITECTURE GUIDELINES

- ☑ Full compliance with revised Swiss Data Protection Act (revDSG).
- ☑ Zero vendor lock-in on closed proprietary models.
- ☑ Seamless integration into Abacus, Bexio and M365 ecosystems.

Non-Binding Process Analysis

Let us review in 20 minutes where AI agents create immediate measurable efficiency in your workflows.

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