

## DIGITAL POSITIONING PLAN

# Your Digital Due Diligence Blueprint for M&A Success

A Digital Positioning Plan empowers you to identify opportunities, discover threats, and uncover growth strategies through a 5-step digital due diligence process. Quantify your online presence relative to key competitors, gain valuable insights, and optimize your digital performance with this acquisition advisory report.

**Quantify the Value Of Your Business's Digital Assets And Presence Through This 5-Step Process:**

### STEP 1.

#### **Digital Competitive Matrix:** *How effective is your competition?*

This industry specific digital brand strength and web traffic analysis includes:

- A comparison of three to five known competitors identified by your team
- An additional two to three potential competitors we identify using digital search data.
- A matrix comparing your competitors digital KPIs relative to your performance.

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### STEP 2.

#### **Analyze Go-to-Market Strategy:** *How well is your competition marketing itself?*

Uncover how effectively your business' competitors use their digital presence to expand their market and generate leads. Gain insight into questions such as:

- Does the competition appear to have a well-functioning digital lead gen process?
- Can their market strategy help them expand nationally or internationally?
- Do they effectively execute low-cost digital lead generation & qualification methods?

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### STEP 3.

#### **Identify Valuable Existing Digital Assets:** *What are your business's digital assets actually worth?*

Understand the value of your existing digital assets and how they can be used to significantly accelerate value creation.

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|----------------------------|---------------------------|
| • URL domain authority     | • Digital website content |
| • Redirect opportunities   | • Social media assets     |
| • Website technical issues | • Digital video assets    |

## STEP 4.

### **Audit the Lead-to-Cash Platform:** *How does your business turn leads into sales?*

Your sales and senior management teams are interviewed to understand how prospects and customer data flow through the digital lead-to-cash pipeline to reveal upsell opportunities.

This includes an analysis of the following:

- How effectively is the present lead generation process working, and how can it improve?
- How effectively are new leads captured, stored, and qualified?
- Are marketing, sales, and service aligned to maximize revenue opportunity?

## STEP 5.

### **Pre-Acquisition Timeline & Budget Planning:** *How can your business act on revealed opportunities?*

This report includes a lead-to-cash strategy with a spin-up timeline and a budgetary estimate that can be used in your business' ROI analysis.

#### DIGITAL POSITIONING PLAN REPORT

**Includes** analysis on steps 1-5 presented to your team during a scheduled conference call.



#### **Working With Open Path Is Easy – WE RESPECT YOUR TIME!**

Working with various business leaders has taught us how to harvest your team's unique perspective and insight. Through practical experience, we strive to convert your vision into reality.

#### **Looking For A Smaller First Step? Request A Free Audit Of Your Acquisition.**

Using modern analytics tools, we'll analyze the digital presence of your targeted business unit in a one-on-one 30-minute online zoom meeting.

[Request Free Audit](#)