

MAKE SOUND BUSINESS DECISIONS WITH ACTIONABLE INSIGHT.

E-STRATEGY CONSULTING AT A GLANCE //

Achieve wider organisational goals.

Aligned with actual business objectives, formulate measureable goals for your online strategy that will have an impact on your bottom line.

Discover the channels your customers use.

Listen to, participate with and capture your customers using online media tools such as social media services that they use often.

Develop and manage a vibrant online community.

From customers to employees, a vibrant online community of your most loyal supporters will pay major dividends. This is an opportune time to channel your efforts online to get them mobilised for your cause.

Compose and deliver digital content that your online audience will love.

As the Internet is not one generic space, it is crucial that your message considers your audience, their tastes and the particular channel being used. Your content will be developed with this simple principle in mind.

Improve your customers' online experience with your company.

Enhance your customer's online experience by ensuring that every digital touchpoint is well tailored to their needs and integrated within your overall marketing and business strategies.

Continuously assess the effectiveness of your online campaigns.

Improving your strategy is a continuous process that involves testing, analysis and strategising. Executing any of these activities coupled with practical theory-driven advice, your effectiveness online can be significantly improved.

RENALDO BERNARD

Social Psychologist, Strategist & Speaker



Renaldo Bernard is a UK trained social psychologist specialising in cyberpsychology. Currently he works as an online media consultant helping Caribbean organizations build their online presence successfully. This involves educating businesses about the opportunities the Internet provides to them, developing online strategies that promote their products and measuring the success of online initiatives employed using advanced psychological research techniques. Using his specialist knowledge about online behaviour and years of experience in website design and development Mr. Bernard works alongside marketing, communications, public relations and information systems professionals helping their organisations connect better with their online audience and build lasting relationships with them.

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