



Version 1.1 Nahapiet Elements of an Online Strategy (NEOS-framework) March 2012 www.nahapiet.com ©

- Customer centricity:** culture, processes and organization
- Technical platform:** metrics, insights, optimization and management
- Visualization:** ideation, communication and early validation
- Levels:** operational, tactical, strategic



ELEMENTS of an ONLINE STRATEGY

<p>LOCATION</p> <p>WHERE online. WHAT do they do. WHEN online.</p>	<p>CORPORATE</p> <p>Corporate Strategy. MSS & Value Strategy. Role of Department in Business Model. Stakeholder Management. Culture.</p>	<p>develop BRAND BEHAVIOR</p> <p>Multi Channel Experience. Moments of Truth. Voice Print. Consistency.</p>	<p>to be CONTENT, PRODUCTS & SERVICES</p> <p>Online Offering. Alignment with other channels. Pricing. Access.</p>
<p>PERSONA</p> <p>Needs & Behavior. Customer Journey. Persuasion principles. Eco system. Type of online consumer 1. traditional 2. online 3. connected</p>	<p>current CONTENT, PRODUCTS & SERVICES</p> <p>Offering. Benchmark. Success rate.</p>	<p>PERSONALITY</p> <p>Why, How, What. Remarkable Story. Vision & Mission.</p>	<p>CONCEPT & DESIGN</p> <p>Concept & Strategy. Creative Framework. User Centered Design. Visual Style. Content Style. Brand Behavior.</p>
<p>DEVICES</p> <p>Mobile. Tablet. PC.</p>	<p>current PRESENCE</p> <p>Concept of the presence. Where are we present. Role of touch point in business model. How the current role is fulfilled. Quality of the touch points.</p>	<p>to be PRESENCE</p> <p>Concept & Strategy. Location in the Online Landscape. Role in business model of touch points. The composition of touch points. Parameters for success.</p>	<p>ORGANIZATION</p> <p>Ownership & Governance. Culture. Team, KPI, Processes & Tools. Resources. Technical Platform.</p>
<p>TRENDS</p> <p>Society. Online. Market. Technology.</p>	<p>ORGANIZATION</p> <p>Ownership & Governance. Culture. Team, KPI, Processes & Tools. Resources. Technical Platform.</p>	<p>BUSINESS CASE</p> <p>Tangible. Intangible. Entrepreneurship.</p>	<p>PROJECT</p> <p>Approach. Team, Tools & Processes. Resources. Roadmap.</p>