

Digital Strategy and Audit

A 1099Partners Workshop



Benefits

- + Access to experts without the expense and commitment of a traditional consulting engagement or full-time employment.
- + Execution-oriented focus.
- + Workshops are customized to specific client needs.
- + Access to experts for follow on work, supervision, or implementation.
- + Deliverables are client intellectual property.

1099Partners Digital Strategy and Audit Workshop

Employing an effective Digital Strategy today is crucial. A functional website and glossy online image is insufficient. This workshop provides clients with an analysis of the critical elements necessary for their business objectives. It examines the key parameters below the surface such as Search Engine Optimization considerations, social media planning including strategies that leverage venues such as LinkedIn, Twitter, Google, and Facebook. The Workshop is client specific and provides an assessment of the company's existing digital processes. It also provides recommendations on techniques in digital media and commerce to maximize revenue opportunities including management of traffic flows and approaches to media and branding. Experts perform a comprehensive review of processes and online presence (as well as competitive sites) from a user and/or client perspective to insure that the approach effectively addresses the goals and objectives of the business. Detailed recommendations are also provided for essential steps to be taken to optimize business opportunities. The Practice Team is headed by a former President of a major New York interactive agency.

About 1099Partners

1099Partners is a consortium of technology executives who have either transitioned from five day corporate roles or successfully exited from emerging technology firms. They are not "between job" consultants but individuals who are hands-on, execution-oriented personnel who wish to stay engaged with firms on a project basis. Access to the team is without employment commitments, complicated or expensive sourcing arrangements, or full time obligations such as benefits. Each 1099 individual Partner leads workshops in their area of expertise, can serve as interim staff, or provide network or local geographic personnel access for clients. Our executives provide expertise in either strategy sessions such as diligence, or serve in execution roles such as business development, sales, finance, marketing and similar functional needs.

Other Popular 1099Partners Workshop Topics

- Bio-Engineering: IP regulatory challenges and partnerships
- Software/Hardware: Go-To-Market audit and strategic assessment
- M&A: Considerations for technology resellers
- Cloud Computing: Transitioning strategies for software suppliers; Implementation considerations for Enterprises
- Mainframe Negotiations: Alternatives for hardware and support
- Oracle/Sun:® Enterprise alternatives
- IP Code Review: Addressing current M&A standards
- State and Local Government: Business Leverage

These workshops range from 1-2 days and can be delivered on-site or interactively.

For a complete listing of current offerings and expertise domains, or for more information, please email us today at info@1099partners.com.

