

REnew: AIMA's Digital Transformation Consulting Workshop

Everything has changed with Covid-19. These present times are truly unprecedented and each business needs solutions with newer dimensions. While we all have been hit in one way or the other by Covid-19, businesses need a digital REshape; an uplift to not just tide over but conquer much lost space. Let us look at how Covid-19 is prompting us to think beyond.

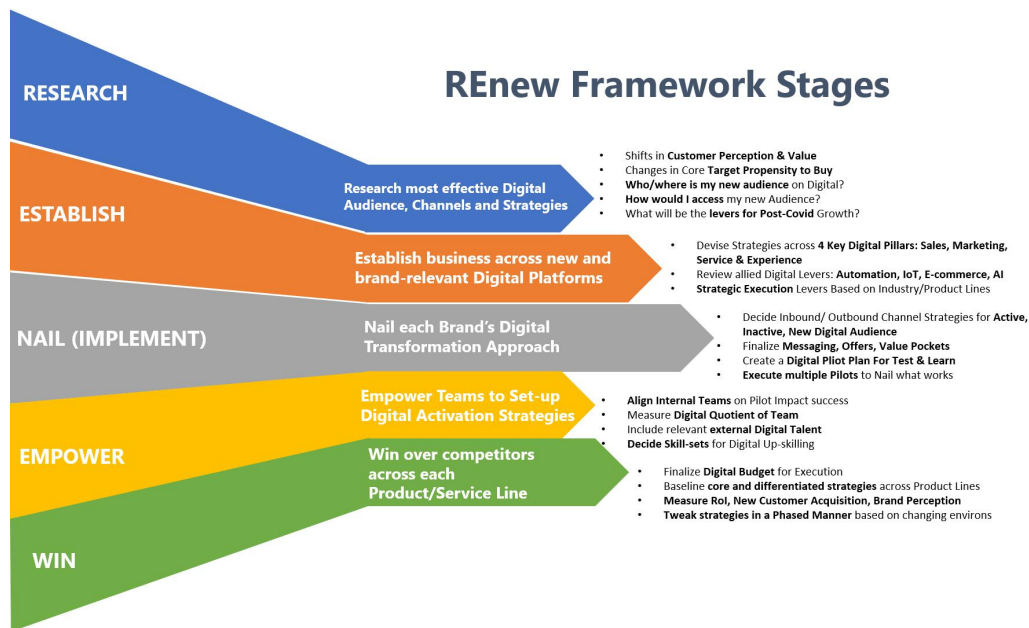
What is the Impact on Consumer Psyche which Businesses Need to Consider

- ❖ **Will Business Return to the same level or drop to a NEW NORMAL?**
- ❖ **What will be the impact on different Industries and Product Lines?**
- ❖ **How will consumers gain trust in brands? What will make them buy?**
- ❖ **Will consumers go back to spending more as an individual or a group (family/friends)?**
- ❖ **Which digital channels are consumers visiting where they are also open to buying: Digital Only/Hybrid/Offline Only?**

Yes, It's time to think beyond!

To understand the fundamentals that have shaped our brands and how the future might expect us to REimagine our products and services its time to REthink how our business offerings can be digitized with our **REnew Framework**:

- **R:** Research most effective Digital Audience, Channels and Strategies
- **E:** Establish business across new and brand-relevant Digital Platforms
- **n:** Nail each Brand's Digital Transformation Approach
- **e:** Empower Teams to Set-up Digital Activation Strategies
- **w:** Win over competitors across each Product/Service Line



With a slew of direct and in-direct digital strategies & channels to choose from and implement, AIMA can support you with customized Digital Transformation 8-week business consulting workshops run by our digital consulting expert “Puneet Singh Bhatia” (IIM Alumni, author of 3 Best-Selling Digital Marketing Titles including “Fundamentals of Digital Marketing” with 16 years of global digital consulting experience) to help you unravel ways to identify most-profitable target audiences and start activating your brands through impactful data-driven digital channel implementations.

These business transformation workshops aim to help navigate and transform your business with the right strategies to make the most of the struggling time to achieve leads, increase sales, regain brand share and gain access to new digital customers. Key tenets of the workshop include:

- Providing insights and implement the REnew framework which businesses will require in the unprecedented COVID-19 times
- Helping organisations REthink on their outreach strategy and set them on a path to 5X increased set of customers with 2X enhanced revenue.
- Driving organizations to understand and adopt ways to REFuel their revenue engine through digital transformation
- Helping entrepreneurs and business heads understand and review their present digital strategies
- Introducing new and unexplored digital channels
- Helping participants understand how to place their offerings to mobile-first millennial segments and REcover the lost grounds to potential segments who would still like to engage with you in these low-down times.

We believe a digital REthink is a sure-fire way to REFuel your present revenue engine, help you improve customer engagement in a time when sales is at its lowest and understand how to best REShape your communication in this lean period to be most ready once the present environment improves and economy starts to open up.

Let us know of your interest in these Digital Transformation Workshops (DTWs) by sending a mail at digital@aima.in and we will get you started with a **first one-hour free session with our expert**.

It’s a good time to invest and REnew your future. And AIMA is by your side in this transformation.

Looking Forward to the change,

Dr Anuja Pandey

Program Director PGCM – Digital Marketing,

AIMA Digital Transformation Offerings
