HOT OFF THE PRESS

www.parkland-consulting.com A GLANCE AT SMALL BUSINESS TIDBITS - Since 2017ish

DIGITAL VS BUSINESS STRATEGY

They are not the same. In a world where an online presence means EVERYTHING, it's easy to get so caught up in the digital representation of your business that you forget about the foundation of your business.

What is business foundation? Well, think of a house, if the foundation is not solid, the house may stand but for how long? Before the foundation of a house is poured, you survey the land, level it, mark it off and even put some barriers in place to visualize the end result.

Is a digital strategy important? Absolutely! You *must* have one. But it's bigger than Facebook, Instagram, Snapchat… it's all things digital! It's your mobile strategy, website, cloud-based computing, it's your dashboards, it's your email marketing campaign… it's anything that you can't hold in your hand; well, with the exception of your laptop, phone or some other gadget.

***Conclusion:* Business strategy first, digital strategy second… good luck out there.**