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Digital Platforms  
Brochure



*Introduction*

**Make a powerful first impression before your customers even walk through your door.**

At the core of a platform solution lies a simple website, mobile app, intranet, marketing platform or your e-commerce site. But in reality, these are the sum of shared stakeholder expectations driven by the need to keep up with digital trends. And when they are combined with the complexity of delivery sales, marketing and digital transformation strategies, these platforms culminate in potent CX, UX and UI to deliver your brand to your users.

## 02 / Our digital platform solution

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Platform services have the potential to revolutionise customer experiences while saving businesses the worry of human and financial resources. From brand positioning to sales and support, digital platforms can streamline operations across the business.

Consider a business's website – not only can it be a brand awareness channel, it can also be a platform for sales, onboarding, support, switching between products or consumption of the product itself. Advances in e-commerce, chatbots, AI and analytics have diversified the use of websites, giving them the power to optimise costs while delivering unmatched customer service.

Apps carry the same potential when it comes to centring the user and allowing them to interact with brands in a manner that's familiar and accessible to digital natives.

Apps are designed to be whatever the business wants and the customer needs. They can be a critical customer experience nexus and can be used as part of a broader digital marketing strategy to push brand messaging, empower customers to help themselves and drive growth while closing the sales loop.

The only thing standing between most businesses and sustained growth is a well-placed digital platform.

## 03 / Benefits

### Built for inbound

Inbound content marketing attracts three times as many leads as traditional outbound marketing but costs 62% less.

### A conversion machine

Websites should convert anonymous visitors to known leads and identify which returning customers are showing an interest in upselling or cross-selling opportunities.

### Brand evolution and equity

The average lifespan of a website continues to decrease with advances in technology. Growth-driven design and agility are core League Digital methodologies.

### UX-centric

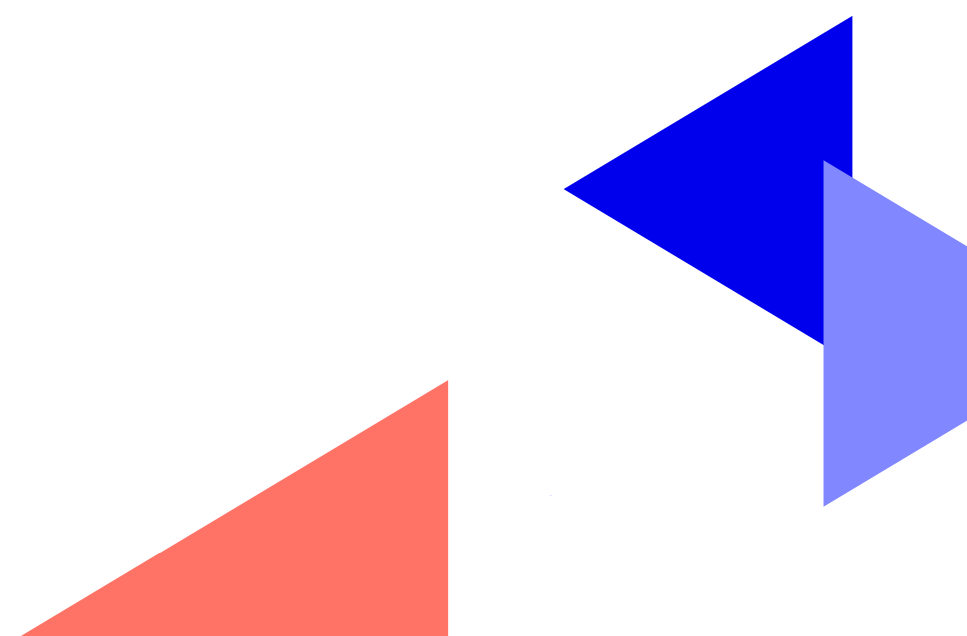
We believe that an interface layout should be aligned to the way a user is expected to browse it. This ensures that business outcomes are achieved.

### Expertly built

Our developers use app and web designs to their fullest, providing beautiful, easy-to-use and intuitive interfaces.

### Deliver on business objectives and ROI

By strategically aligning any of your digital platforms to the business's goals, your platforms will deliver on your business objectives and provide an ROI.



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# 01

## **Benchmark your platform.**

We run a comprehensive research study of your brand and establish what business objectives you're trying to achieve through a digital platform.

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# 02

## **Create a digital platform roadmap.**

Based on your marketing goals, we will build an insight-led digital platform roadmap complete with a detailed blueprint for implementation.

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# 03

## **Platform strategy and plan.**

With the insights gained from your roadmap, we plan and build out a strategy for the digital platform you require to achieve your business objectives.

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# 04

## **Customise and implement.**

We implement and customise the digital platform best-suited to the requirements that are unique to your business and apply best practices for the latest user experience (UX) and user interface (UI).

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# 05

## **Implement, analyse and optimise.**

Once your app or website is live, we collect user data and insights and use this to boost the digital platform's performance and drive results.

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# 06

## **Visibility through reporting.**

Through our intuitive reporting and dashboards, we provide visibility of your digital platform and its contribution to your sales, marketing and digital transformation strategies.

**Our team will implement and drive the process with you, ensuring that your digital platforms are tested regularly and analysed for continuous improvement.**

**Let's chat.**

