

Sample Action Plan: Digital Commerce

The Action Plan is a collaborative, living document that you'll create with your Gartner team. Each plan is customized to reflect your specific objectives.

Our analysts work with you to focus on the areas with the greatest potential impact on your business. You'll then use the Action Plan as a touchstone to measure progress against goals and course-correct if necessary.

Put your digital commerce plan into action!

Call us at 1-866-592-5144 or email us at gml@gartner.com



Digital Commerce: Implementing a digital commerce strategy



How your Gartner partnership will provide continuous, long-term support

Client Objective	Client Initiatives	Action Plan and Gartner Resources
Drive revenue growth by successfully implementing an innovative digital commerce strategy	<ul style="list-style-type: none">▪ Develop a cohesive digital commerce marketing strategy▪ Define new commerce-driven business goals and objectives▪ Design and manage compelling digital commerce experiences▪ Create targeted digital commerce experiences to attract, engage, convert and retain customers▪ Expand digital commerce thinking beyond promotional tactics to general sales leads or drive traffic to stores/commerce sites▪ Equip ourselves with the technology and tools needed to continuously track, measure and improve commerce experiences	<ul style="list-style-type: none">▪ Use the Marketing Maturity Assessment to assess and advance your marketing organization's role in digital commerce, from driving traffic through promotions to leading digital commerce strategy▪ Determine the level of marketing maturity you need to lead your organization through your digital commerce roadmap▪ Identify gaps between where you are and where you need to be, and design a plan to advance marketing's role in digital commerce▪ Use survey results and analysts to build and present a business case to leaders and executives about advancing marketing's role in digital commerce, designing the commerce strategy and acquiring resources that make that a reality▪ Leverage analyst insights to define commerce goals and objectives, and outline strategic and tactical KPIs that map back to business goals▪ Use the step-by-step how-to guides to help you build a digital commerce marketing strategy from scratch or refine your marketing plan to support digital commerce▪ Develop a real-world view of current digital commerce applications through our Toolkits, and from there create a series of flexible models to support the agility needed for ongoing innovation▪ Partner with our analysts to learn best practices for creating a test-and-learn approach to advance beyond existing techniques and create a culture of continual improvement

Digital Commerce: Connecting Cross-Channel Digital Commerce Experiences




















How your Gartner partnership will provide continuous, long-term support

Client Objective	Client Initiatives	Action Plan and Gartner Resources
Increase revenue by creating a customized digital commerce experience across multiple channels	<ul style="list-style-type: none">▪ Work with commerce team to develop a strategy that better integrates customer experiences online and offline▪ Design and manage cohesive and compelling cross-channel digital commerce experiences▪ Allow customers to use social credentials to log into digital commerce experiences and create customer profiles▪ Create and integrate unified customer profile data into existing CRM data▪ A/B test digital commerce experiences by using customer profile data, web analytics, sales and marketing data, to assess the effectiveness and value of each channel and touchpoint	<ul style="list-style-type: none">▪ Use the marketing maturity assessment to advance your marketing organization's role in digital commerce, from driving traffic through promotions to leading digital commerce strategy▪ Determine the skills needed to lead or support digital commerce experiences today and in the future, and determine whether you need to develop those skills internally or explore external options▪ Provide guidance and advice on expanding from web or e-commerce to a digital commerce strategy that connects customers across channels▪ Leverage analyst insights to guide you in creating and connecting customer-led digital commerce experiences across channels (web, social, mobile and in-store)▪ Magic Quadrants & Critical Capabilities help you evaluate digital technologies to engage buyers online and offline and enhance the in-store commerce experience▪ Use survey and research data to track, measure and analyze results in order to personalize digital commerce experiences in real time▪ Work with our analysts to design, manage and continuously improve digital commerce experiences and stay on top of industry trends

Sample engagement plan for the first 90 days



	1-30					31-60				61-90		
Weeks	1	2	3	4	5	6	7	8	9	10	11	12
 Key milestones  Service interactions	 Kickoff					 30-day check-in				 Portfolio review		 90-day review
 Written research and tools	Identify research reports to baseline team's understanding	Review digital commerce, priorities, documents, corporate goals, and next steps				Review findings from Spend Survey and other relevant surveys			Toolkit: Compare your investment with peers in marketing spend and maturity			
 Subject matter experts	Prioritize next steps and gaps mapped to digital commerce strategy				Learn best practices from across industries around content creation and curation			Talk to analysts and perform technology landscape scan for vendors, agencies and service providers		Talk to an analyst expert to get actionable advice contextualized to your priorities		
 Peers	Engage for best-in-class sales and marketing support models and structures					After the first 90 days, we'll continue to collaborate to address your highest priorities, helping you save time, reduce risk and lead with confidence.						