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Top Three Tips to Increase or Find New Revenue with Digimapssm

"We can't solve problems by
using the same kind of thinking
we used when we created
them."

-Albert Einstein



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Creating solutions to take advantage of new business opportunities and ongoing problems can be challenging when you wear most or all of the company “hats.” Finding the time and methods to strategize are almost impossible.

If you don't have an ongoing way to plan for new revenue you will have:

- Wasted time and money spent on unworkable solutions
- Lack of “buy-in” from third parties
- Disorganized thinking and planning
- Websites that make it hard to buy your products
- Chaos masquerading as “out-of-the-box” thinking

A proven technique can make a big difference when planning and strategizing. “Digimaps sm” is a step-by-step method that helps you develop your ideas in a productive, cost-effective way.

After your Digimap session is complete you can have:

- A working tool that helps you find new revenue streams
- A clear understanding of resources needed to complete tasks
- A complete look at ongoing budget needs
- A strong website that meets your goals
- ...and much more!

Background

In the late 60's Tony Buzan developed a technique he called “Mind Mapping” to make use of the latest in brain research. His goal was to help people use all their cortical skills, i.e. word, image, number, etc. to learn and problem solve. This technique has grown and developed over the years as brain research becomes more sophisticated.

In our work with clients, Digital Media Works, (DMW) has developed a method called “Digimaps sm” (for digital brain maps) to take advantage of your best thinking. This method helps you take your business to the next level.

Advantages

There are three main tips to conducting a Digimap problem solving session for revenue generation:

1. VIEW BIG PICTURE/DETAILS

The first is it provides a look at the “big picture” and the details at the same time. This helps managers focus on their concerns while those tasked with

the details can focus on their part of the puzzle and everyone can see the whole. Looking at your “business” on a map that shows you the whole picture can be an awesome experience. You get to “see what you do.”

2. SPOT OMISSIONS

The second is it highlights omissions. When you follow the same process and the same lists you forget or “don’t see” what’s missing. Looking at the material in a new way helps you analyze it. My clients have made several major changes when they realized they were overlooking potential revenue streams.

3. ENCOURAGES CREATIVITY

The third is it stimulates creativity by using pictures and colors, lines of different widths and spaces. You see connections and associations you never thought of before.

Big Picture and Details

There are three main areas you will want to focus on first when you look at the “big picture” of your business:

- Categories of business (e.g., online, products, partnerships, etc.)
- Styles of Presentation (e.g., PDF, e-book, flash movie)
- Concepts (e.g., revenue generators, free stuff, audiences)

Once you have the “big picture” mapped out, you can focus on drilling down through the sections. Often you will see new ideas jump out at you when you look at your business in this new way.

Case Study: Analyze a Website to Increase Sales

DWM was asked to help a client analyze and redesign their current website. They wanted to make it easier for their customers to find information and buy products.

A Digimap session was called which included “major stakeholders” from several different third party groups that worked with their company. This included a webmaster, virtual assistant and sales rep. Digimaps work with groups of any size. If you are the principal of a small business, mapping your “company” is an important first step in getting your arms around potential revenue streams.

After a presentation of the Digimaps process, we began by looking at the websites of two of their strongest competitors. Starting with two previously “completed” Digimaps helped everyone see how the process worked and highlighted the best of each.

We quickly looked at these completed maps labeled “Competitor 1 & 2” to take attention away from specifics. These were only ‘top line’ Digimaps with major home page branches. We focused strictly on the essentials—the information their competitor’s visitors see first. We didn’t compare look and feel or complexity of back-end systems. This helped to crystallize what their competitors thought was most important, an eye-opening experience.

Next we moved to their Digimap. They were already actively thinking about what their competitors were doing and how they could do it better. The Digimap quickly grew and evolved. We knew that their competitors were providing a variety of information formats so they proceeded to beef up their information area. By constructing a quicker path to buy a product, they were well on their way to improving conversion rates. We spent the next two hours developing a very strong design.

Next, we allowed the map to incubate overnight. Everyone was eager to keep going, but was physically tired. This was a good time to stop. I recommend no more than 2 hours for the first session. A good session can be completed in 1-2 hours.

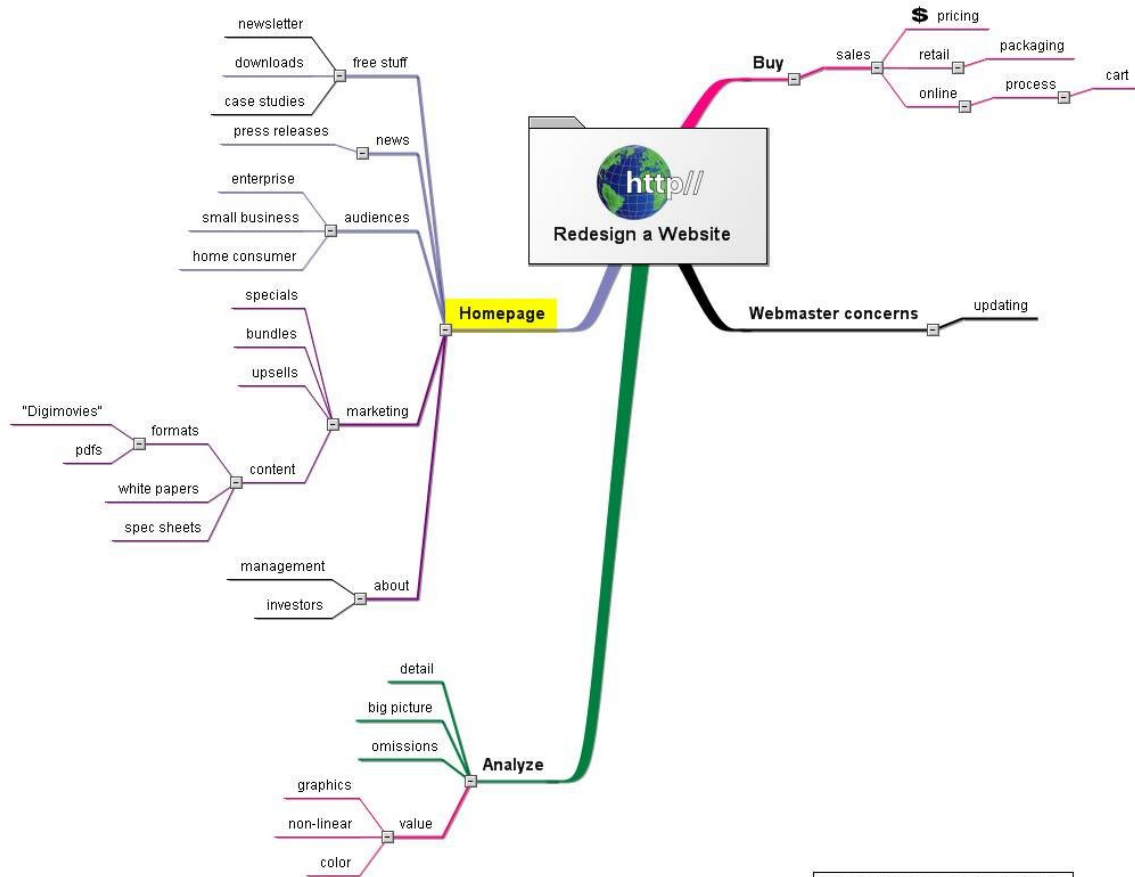
During the incubation period, I “re-imaged” the map to make sure everything was captured. I asked team members to review it to make sure it captured all the ideas we generated. We began the next session and the map continued to evolve until it contained solutions to all the customer issues they could think of. (See a sample Digimap below.)

My design/development team then took the map and started to focus on the information they needed to develop work plans. Now that they had a grasp of the big picture goals and the details, they could efficiently plan for resource usage, budgets, design etc. This is key because it saves time and money — you don’t have big revelations after development has begun. We proceeded to review and complete the steps until the new website was up and running.

This method works very well in both corporate and small business settings. Rather than focus on skills, you focus on ideas. People feel they are on firm ground and are more likely to share ideas and look for solutions. This is exactly the kind of atmosphere you want to create when groups congregate to solve business problems.

Digimaps

Here is a sample Digimap in progress



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Summary

Digimaps help companies analyze and solve their most pressing problems. You can clearly define your problems and utilize your strongest ideas to create great solutions. Call us today at 914-765-0720 or email us at digimaps@digmediaworks.com to schedule a Digimaps session.