

## Choose the right strategy – and avoid investment mistakes

If you choose to solve your online activities without a thorough developed plan you will very likely never experience real success on the internet and get the profit you should.

With professional consultancy, research, planning and decisions made on facts, you will have maximum safety and control on your online investments. At the same time you will avoid investment mistakes and big challenges

### Your strategy should contain:

- Goals, vision and purpose
- Key numbers for user traffic and economical profitability
- Definition og værdisættelse af dine online succeskriterier
- Description of the market and your competitors
- Choice of marketing channels and definition of the basis for visibility
- Choice of key measuring points and tracking tools
- Choice of which analyses to be optimized from
- Plan of how your website should be sales optimized
- Plan of how to develop your website
- On which platform should the project be developed
- Strategy for integration between the needed systems
- Choice of server set-up or hosting solution
- Plan for how should the website be tested
- Choice of the needed partners and suppliers
- Logistics & order handling
- Call center service
- Liquidity- and operation-budgets
- Detailed plan for executing the project over time

[Contact Inflow](#) if you want professional help for your online strategy and/or the executing of it.