

The background of the slide is a dark, textured surface with a network of white lines and nodes. The nodes are represented by various icons: some are circles with a stylized 'e' inside, while others are squares with an 'X' inside. These icons are connected by thin white lines, creating a complex web-like structure that spans the entire slide. The overall aesthetic is modern and technological.

# Eleven Digital Limited

Our Methodology

# Understand

## Brainstorm / Discovery

- Understand & plan as-is and to-be state
- Marketing Taxonomy & Tracking alignment

## Prioritisation

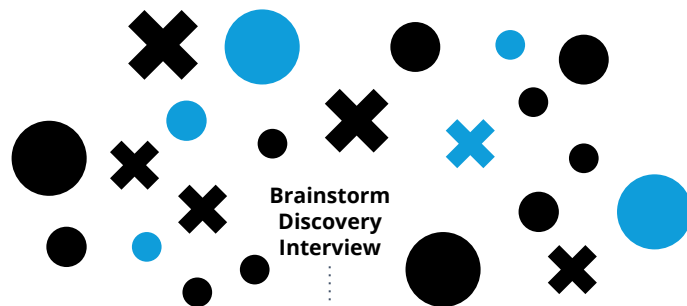
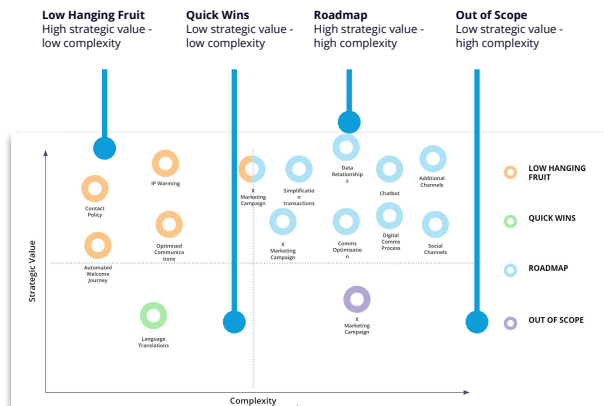
- Making sure the main project objectives are not derailed

## Business & Technology Alignment

- Making sure the required technology is available to support the business goals

## Best Practice

- Our Recommendations




# Design

## Technical Design

- Integration Design & Specification to align system capabilities & data
- Setting up a foundation for future expansion & integration

## Journey Plan & Wireframing

### Making life better.



**Jason**

**Life Status**  
Married 2 years  
Waiting for an Orphan for another 2-3 years

**Job**  
works in banking

**Insurance**  
Only covered by company provided health insurance

**Hobbies**  
Loves computer games, gets most of his news from digital media, loves to hike and hanging out with friends

**Awareness**

Jason and his wife live in TST. They try and take a big trip at least once a year.

He recently went into hospital for his lungs.

He found the whole claims process to be overwhelming and out of touch with the digital age.

He starts talking to his friends and going to his parents and goes down to ask about insurance being needed. Simple. Smart.

And discussing his friends current insurance and what they like to get recommendations.

**Consideration**

After his married down the company that he believes suits him the insurance further.

Firstly he puts in details to various insurance quotes based on his background.

He focused the ones that asked the least questions up front and gave the simplest to understand.

Over the course of 3-5 weeks he reads and more information about the choices as he email or some preferred digital platforms.

The ones that kept his interest were personal lead to his specific situation along with information that educated him on what he needed and why.

**Purchase**

Now he has a better understanding of the types of insurance available and what he needs he has set in motion to purchase Blue Insurance Welfare S3 as he knew it was the majority of the household income.

Jason begins reading, comparing the policy, making the policy easier to understand and also hearing him to show you the most of it.

Jason is also able to supplement the information the Blue has for more personal lead and to get expert advice on what he needs.

As Blue has Jason and his wife are all more parts along with his.

He decides that his protected %

**Retention**

Jason has the 100% in this received a really useful more cost than his old company.

Jason is communicating focused on Jason as an investigator of that will go on.

As Blue has Jason and his wife are all more parts along with his.

He decides that his protected %

**Mind Set Change:**  
Moving Insurance from a task to a service

**eleven digital**

**Datorama Campfire**

REGISTER NOW

Event Information

8th

WHEN  
Monday 8th Wednesday  
10:00PM - 10:00PM  
8pm and Preceded

WHERE  
UNIVERSITY CALIFORNIA HARBORVIEW  
38 King Road, Cambridge Bay, Hong Kong

THE AGENDA

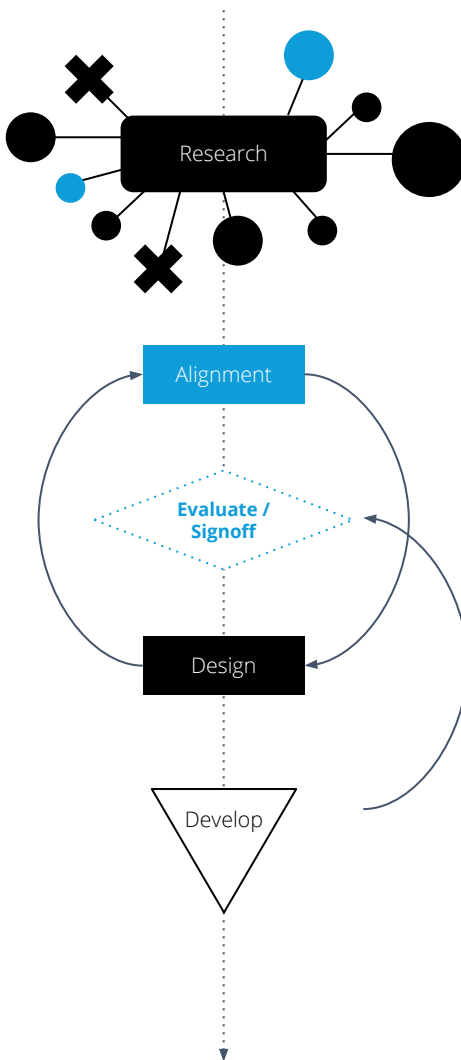
Introducing Datorama

More than 1000+ users are looking for marketing solutions with a proven track record. 100+ users.

**eleven digital**

Let's talk now

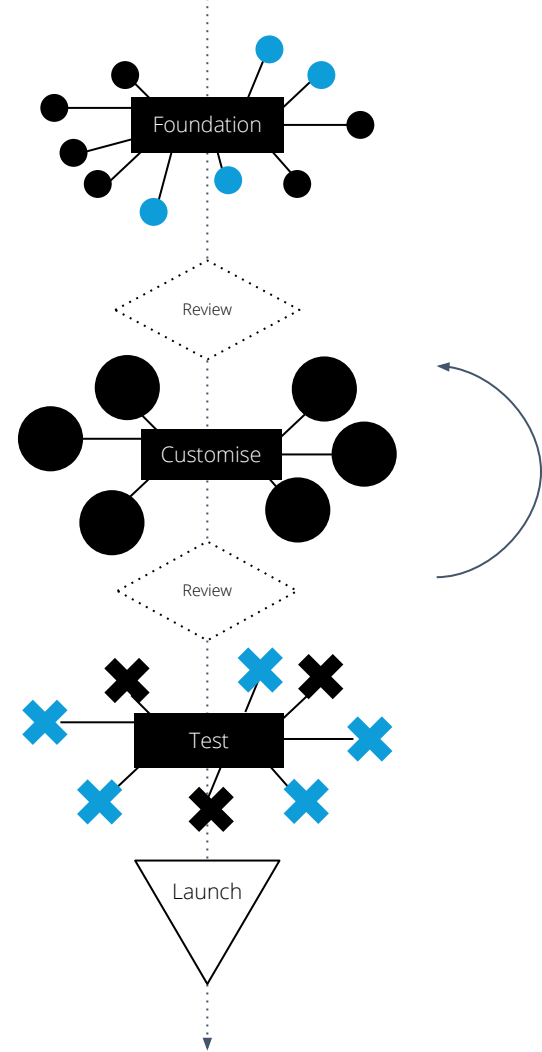
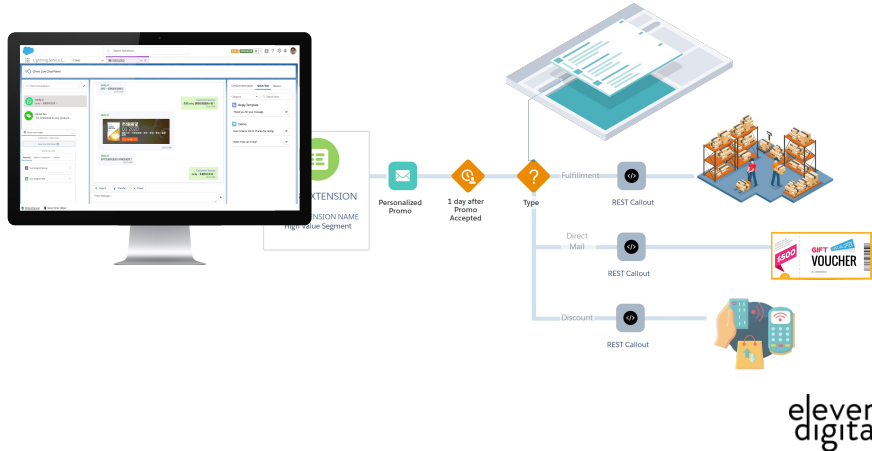
eleven digital



# Build

## Build , Review and Test

- Finding out issues upfront before it is too late, having review checkpoints to make sure the deliverables are aligned to intended outcomes & business goals.
- Making sure the layouts and designs of communications are align with brand image.
- Making adjustments in an agile & timely manner.



# Launch & Execute

## Supplementing your team for greater success

- Helping you with your campaign execution maximizing your ROI in using Salesforce Platform & better adoption of the technology

