

# DNAsix<sup>®</sup> BUSINESS COMMUNICATIONS MODEL

STRATEGY		CULTURE		CONTENT		COMMUNITY MANAGEMENT		DIGITAL ADVERTISING		BIG DATA	
Defined business plan with clearly defined key performance indicators (KPIs)		A 'growth' mindset where you and colleagues are open to new ideas		Strong and viable 'pool' of content to use on all your online platforms		An appointed member of your team to look after your online channels		An understanding of how to use pay-per-click advertising		Appropriate social listening and analytical tools in place	
SCORE / 5		SCORE / 5		SCORE / 5		SCORE / 5		SCORE / 5		SCORE / 5	
Fully responsive and socially enabled website plus a simple user experience		A basic understanding of the benefits of social media and digital communications		A plan about where to source ideas for this content from		Ability to manage & monitor these channels on the move		A budget set aside to use this to achieve specific business goals		Ability to analyse & monitor online data to help build your business	
SCORE / 5		SCORE / 5		SCORE / 5		SCORE / 5		SCORE / 5		SCORE / 5	
Analytics built into all pages of your website c/w a basic understanding of metrics		Focused goals for social which are promoted to all your team along with social media guidelines		A timetable for creating and uploading content		Ability to listen to what is being said on social media					
SCORE / 5		SCORE / 5		SCORE / 5		SCORE / 5					
Clarity about your target audience(s) and how to reach them		All staff - paid or unpaid - are comfortable using social media									
SCORE / 5		SCORE / 5									
A long term vision for where your business is heading		Willingness of all your team to create and contribute to content									
SCORE / 5		SCORE / 5									
TOTAL / 25		TOTAL / 25		TOTAL / 15		TOTAL / 15		TOTAL / 10		TOTAL / 10	
<b>SOCIALLY ADAPTIVE BUSINESS SCORE / 100</b>											