

RACE is a practical framework to help manage and improve results from your digital marketing. Ultimately it's about using best practice web analytics techniques to get more commercial value from investments in digital marketing

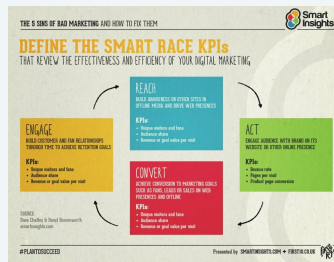
The RACE Planning system was created to help give a simple framework to help small and large businesses alike take the best advantage of the opportunities available from digital marketing

Research from Dave himself shows that many businesses don't have a digital marketing strategy. When creating a digital marketing strategy, knowing how to structure it and where to start is sometimes the biggest challenge!

Why use the RACE Model?



The RACE planning framework and how it will improve your Digital Marketing



Introducing RACE: a practical framework to improve your digital marketing

See Dave's Article here to go into more depth on the RACE Model including the marketing activities within the RACE and the top KPIs to manage it

Want more mind maps?
<http://www.DigitalMarketingU.com>

The RACE planning framework and how it will improve your Digital Marketing

1. RACE

2. Why use the RACE Model?

2.1. RACE is a practical framework to help manage and improve results from your digital marketing. Ultimately it's about using best practice web analytics techniques to get more commercial value from investments in digital marketing

2.2. The RACE Planning system was created to help give a simple framework to help small and large businesses alike take the best advantage of the opportunities available from digital marketing

2.3. Research from Dave himself shows that many businesses don't have a digital marketing strategy. When creating a digital marketing strategy, knowing how to structure it and where to start is sometimes the biggest challenge!

3. Want more mind maps? <http://www.DigitalMarketingU.com>

Link: <http://digitalmarketingu.com/login/>

4. See Dave's Article here to go into more depth on the RACE Model including the marketing activities within the RACE and the top KPIs to manage it

4.1. Introducing RACE: a practical framework to improve your digital marketing

Link: <https://www.smartinsights.com/digital-marketing-strategy/race-a-practical-framework-to-improve-your-digital-marketing/>

