

# 7 Principles of Digital Brand Engagement

As a modern marketer, you need Digital Brand Engagement (DBE) to adapt and thrive in a rapidly evolving market.



## 1 Know Your Audience — and Yourself

A disciplined process includes primary research and thoughtful evaluation to pin down the decision-making criteria of your audience.

## 2 Give Your Audience a Reason to Engage

Authentic engagement with your target customer is an incredibly valuable and scarce commodity.



## 3 Stand for something

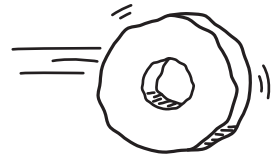
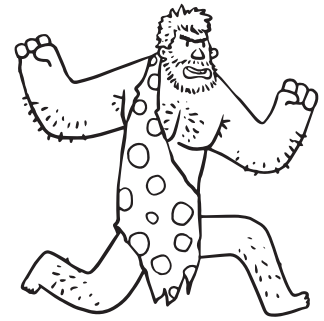
Don't be afraid to shout that your brand stands for something. Being consistent, transparent, and bold gives your brand purpose.

## 4 Develop Discipline

Adopt the habits necessary to ensure your foundation is not only maintained, but is building a powerful and lasting digital presence.

## 5 Work Collaboratively Across Disciplines

Information, results, analytics, and trends must be coordinated between disciplines to achieve a consistent brand story and effectively optimize your DBE campaigns.



## 6 Set Goals, and Measure the Right Things

Quality DBE campaigns set both quantitative and qualitative goals.

## 7 Periodically Calibrate and Reset

It is critical to periodically review your progress against your goals and make the appropriate course corrections to stay on track.

You can request a copy of L7 Creative's book **Adapt or Die: How to Survive in the New Era of Digital Brand Engagement** or download this infographic here: [l7creative.com/digital-brand-engagement-book](http://l7creative.com/digital-brand-engagement-book)