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Consider 'eStrategy' as a support of your overall strategy and business model. You wouldn't build a house without an architect, and so you shouldn't build an online presence without a digital equivalent. In a nutshell it's about integrating and using digital options to craft a strategic business model that is not only superior, but also differentiates you from the competition.

The best eStrategies help businesses realise their commercial objectives. The use of digital media is not about technology for its own sake, but about serving customers, creating unique value propositions, leveraging talent, radically improving competitiveness, building up productivity and increasing profits.