

# Lou Via Digital Marketing Strategy

PROFESSIONAL PORTFOLIO

LOU LANDY

# 1. Introduction

Lou Via Digital ([www.louviadigital.com](http://www.louviadigital.com)) is a professional portfolio and content hub showcasing expertise in product management, UX design, and marketing. This marketing playbook outlines a strategic approach to building brand awareness, positioning Lou Landy as a key opinion leader, and driving engagement through compelling content and targeted campaigns.

## 2. Objective

The primary objective is to enhance visibility, establish thought leadership, and generate opportunities for professional growth. This includes attracting employment opportunities, fostering professional connections, and laying the foundation for potential future expansion into a digital services agency.

## 3. Messaging & Positioning

### 3.1 Key Value Propositions

- **Expertise Across Disciplines:** A unique blend of product management, UX design, and marketing.
- **User-Centric Approach:** Strategies and insights rooted in customer needs and market trends.
- **Actionable Thought Leadership:** Practical guides, case studies, and industry insights.
- **Results-Driven Strategy:** A focus on measurable impact and continuous optimization.
- **Resource Hub:** Templates, e-books, and white papers to empower professionals.

### 3.2 Market Positioning

Lou Via Digital is positioned as a trusted resource for professionals, businesses, and recruiters looking for strategic insights in product management, UX design, and marketing.

**Table 1.1** on page two outlines the market positioning of Lou Via Digital alongside key competitors in the consulting, freelancing, and small agency space. It highlights each brand's target audience, product focus, strengths, and unique positioning to provide a clear comparison of how Lou Via Digital stands out in the market.

**Table 1.1** Competitor Market Positioning.

Brand	Target Audience	Product Focus	Strengths	Positioning
Lou Via Digital	Startups, small businesses, entrepreneurs, consultants, recruiters, hiring managers	Product management, UX/UI Design, Marketing strategy, Digital Marketing Services	10+ years of experience across digital strategy, UX research, and go-to-market execution. Strong ability to align business goals with customer needs.	Positions as a full-service digital strategy consultancy helping businesses launch great products designed with the user in mind. Specializing in product management, UX/UI design, and marketing strategy, with a full suite of services to support businesses of all sizes.
Justin Roberts	Startups and small businesses	UX strategy consulting, product management, and web design	Specializes in simplifying offerings, launching elegant solutions, and scaling at speed	Positions as a comprehensive digital marketing, UX design, and product management consultant, aiming to innovate, accelerate, and grow businesses.
Amanda Tien	Organizations and social entrepreneurs	Marketing strategy, graphic and print design, web and communications	Over 10 years of consulting experience, focuses on digital communications, community building, and brand implementation	Partners with organizations to define marketing strategies, particularly in digital communications, community building, and brand implementation, with a focus on supporting social entrepreneurs in early stages.
Product People	Companies ranging from startups to publicly listed firms	Interim/fractional product management, product ownership, product leadership	Quickly fills gaps, scales teams, leads key initiatives during transitions, supports cross-functional teams effectively	Markets as experts who help companies discover and deliver great products faster, offering interim and fractional product management services to swiftly onboard, align teams, and deliver results.

## 4. Target Audience & Segmentation

### 4.1 Primary Targets

1. Hiring Managers & Recruiters (Seeking product managers, UX designers, and marketing strategists)
2. Business Owners & Senior Leaders (Interested in product and marketing strategies)
3. Product Managers & UX Designers (Looking for educational resources and insights)

### 4.2 Secondary Targets

1. Entrepreneurs & Startups (Needing guidance on digital strategies)
2. Marketing & UX Teams (Seeking collaboration opportunities)
3. Industry Professionals (Expanding their knowledge base through content and templates)

## 5. Marketing Collateral

Lou Via Digital will utilize a variety of marketing materials to showcase expertise, educate the audience, and attract clients. From blog content and case studies to in-depth e-books and white papers, each piece will provide valuable insights and establish credibility. Digital advertising will further amplify reach, driving traffic to the website and service offerings.

### 5.1 Blog

The website will feature a growing blog covering product management, UX strategy, and digital marketing best practices.

## **5.2 Case Studies**

Detailed case studies will highlight past successes in UX design, product management, and marketing strategy.

## **5.3 E-book**

An e-book will be developed to offer deeper insights into digital business strategies, available as a lead magnet to grow the email list.

## **5.4 White Papers**

Expert-backed white papers will provide authoritative insights on industry trends and innovative digital strategies.

## **5.5 Digital Advertising**

Targeted ads on LinkedIn, Google, and social platforms will increase visibility and attract potential clients.

# **6. Campaigns**

Lou Via Digital will leverage targeted marketing campaigns to drive engagement, build brand awareness, and generate leads. Through email marketing, social media strategies, and digital advertising, I will nurture subscribers, engage industry professionals, and optimize reach.

## **6.1 Email Marketing**

- Regular newsletters featuring industry insights and new resources
- Automated nurture sequences to educate potential clients
- Personalized outreach campaigns for consulting opportunities

## **6.2 Social Media Marketing**

- Thought leadership posts on LinkedIn
- Community-driven discussions in professional groups
- Collaboration with industry experts and influencers

## **6.3 Digital Marketing**

- SEO-optimized content to attract organic traffic
- Retargeting campaigns to convert site visitors
- Paid social media ads targeting decision-makers

## **7. Event Strategy**

Lou Via Digital will participate in digital and industry events to build credibility, network with professionals, and generate new opportunities. Virtual webinars, speaking engagements, and networking events will play a key role in brand positioning.

### **7.1 Key Events**

- Digital marketing and product management conferences
- Virtual networking events with industry leaders
- Webinars showcasing expertise in UX, marketing, and product management

### **7.2 Event Materials**

- Digital presentations and case study documents
- Branded materials for virtual and in-person networking

### **7.3 Lead Capture Strategy**

- Exclusive content and downloadable resources
- Newsletter sign-ups through event participation
- QR codes linking to portfolio and consultation offers

## **8. Key Performance Indicators**

To measure the success of Lou Via Digital's marketing efforts, we will track key performance indicators (KPIs) across website performance, audience engagement, lead generation, and brand authority. These metrics will provide insights into content effectiveness, marketing strategies, and audience growth.

### **8.1 Website Performance & Traffic**

- Total website traffic
- Organic search traffic
- Bounce rate and session duration
- Portfolio views and downloads

### **8.2 Audience Engagement**

- LinkedIn and Twitter interactions
- Email open and click-through rates
- Blog reads, video views, and resource downloads
- Community engagement in professional groups

### **8.3 Conversion & Lead Generation**

- Contact form submissions and consultation requests
- Email list growth and engagement rates

- Landing page conversion rates

#### **8.4 Client Acquisition & Retention**

- New client sign-ups and recurring engagements
- Client satisfaction scores and testimonials
- Referral rates from past clients

#### **8.5 Brand Authority & Thought Leadership**

- Mentions in industry publications and blogs
- Speaking engagements and guest webinar participation
- Growth in LinkedIn followers and professional network

### **9. Conclusion**

Lou Via Digital is built on a foundation of expertise in UX design, product management, and marketing strategy, with the goal of establishing a strong personal brand while delivering valuable insights and digital solutions. By leveraging strategic messaging, targeted campaigns, and data-driven optimizations, this marketing playbook provides a clear roadmap to increase brand awareness, drive engagement, and generate meaningful opportunities.

As the brand evolves, key performance indicators will guide continuous refinement, ensuring that marketing efforts remain effective and aligned with long-term growth. Whether through thought leadership, digital content, or future service offerings, Lou Via Digital is positioned to make a lasting impact in the digital space.