

Introduction To Digital Marketing

(Digital Marketing Plan)

Digital Marketing Plan:

A digital marketing plan is a document sharing the details for all the planning for your digital marketing campaigns or actions.

On strategic level, companies need to document a digital marketing plan for making strategies in order to achieve goals digitally.

Digital Marketing Plan:

DM plan includes:

1. Goals & Objectives

- For a specific marketing campaign
- Well-thought out & outlined with experience

2. Research

- Customer Research
- Competitor Research
- Market Research

3. Strategies & Tactics

- What platforms to use and how to use them

4. Control & Implementation

- Decide a mechanism through which DM is controlled, implemented and received

Why To Use DM Plan?

- Gives direction to the company
- Gives knowledge about customer and competition
- Streamline value proposition
- Integrated Effort
- Budget
- Optimization

Table Of Content For DM Plan

- An overview of DM plan document contents is explained as under:
 1. Captivating Start
 - Document must start with a “wow factor” and must be attractive to the reader
 - Introduction to the project
 - Executive Summary
 - Digital Marketing Landscape
 2. Situation Analysis
 - Comprehensively analyze norms & trends of place where you are implementing the plan

Table Of Content For DM Plan

3. Customer Research

- Explain everything about your customer

4. Competitor Analysis

5. Opportunities & Threats

- Analysis of all the external forces from which you can get opportunities and threats.

6. Objectives

- What targets company/organization is aiming to achieve

Table Of Content For DM Plan

7. Platforms
 - Which platform to use for fulfilling objectives
8. Target Market
9. Tactics & Samples
10. Budget
11. Implementation & Monitoring

Digital Marketing Plan:

Step-1 (The Starting Point)

- Starting Point of the document is most important part of DM plan.
- It kick-start the document
- Start of the DM plan comprised of three components.
 1. Executive Summary
 2. Introduction To The Project
 3. Digital Marketing Landscape

Digital Marketing Plan:

Executive Summary:

- Write it in the form of short sentences
- Always write it at the end
- It must be 1-1.5 page long if font size is 12 with 1.5 or 2.0 line spacing
- Test it on 3-4 people to check its effectiveness

Digital Marketing Plan:

Executive Summary:

- It includes following pinpoints
 - details about table of contents
 - What does a customer research tell us?
 - What strategies and tactics we have proposed in DM plan?
 - How much budget is required to achieve the objectives

Digital Marketing Plan:

Introduction To The Project:

- How project was originated?
- What was the client thinking?
- Which processes and protocols you followed that were given to you by your client?
- What are the requirements for the project?

Give details about all aforementioned points in 1-1.5 page

Digital Marketing Plan:

Digital Marketing Landscape:

- Landscape is dependent on the secondary data (already collected and available on internet)
- Use graphics and data in this part of document (pie charts, histogram etc)
- E.g it can show
 - trends of the market (3G, 4G)
 - Purpose of internet usage (for entertainment, shopping or information)

Digital Marketing Plan:

Step-2 (Internal Resource Audit For DM Plan)

Internal audit is the evaluation of current activities of the company i-e how internal activities are performed, what is missing and needs to be added to fill the gap.

Internal Audit:

- What is the reach of particular company? (take help from data)
 - Socialbakers.com
- What are the trends?
- Audit of the social media presence of the company

Digital Marketing Plan:

Architecture Audit:

- Audit for the architecture of website/app of that particular company
- Audit for its layout
- Audit for position of buttons(either they are in correct position or not)
- Audit for the navigation

Digital Marketing Plan:

Content Audit:

- What is effect of the content on the reach?
 - Effect of humor related content
 - Content related to entertainment
 - Informative content

Digital Marketing Plan:

Conversion Audit:

- How many people clicked the link of website
- Number of website visits etc

Integration Audit:

- Audit to assess either each and every channel (facebook, insta, twitter) are integrated or not

Digital Marketing Plan:

Measurement Audit:

- Measurement audit is performed by asking questions from client to check either steps are measured or not?
- These questions will give you information about the effectiveness of measurement mechanism that certain company is following

Digital Marketing Plan:

Step-3 (Customer Research):

- Document everything about customer
- Do comprehensive customer/potential user research
- Use data & graphics (charts)

Digital Marketing Plan:

- Following are the points that are focused while doing a customer research.

1. Who are the customers?

- What is the age, gender, income, location and education of a customer
- The information gained about the customer will give you a descriptive data

Digital Marketing Plan:

2. What are they interested in?

- What are the interests of your potential user
- This information can be get by conducting surveys

3. What are they doing online?

- Shopping
- Sharing Content
- Education Purpose
- Entertainment Purpose

Digital Marketing Plan:

4. What are their sentiments About You?

- Sentiments of your potential user can be analyzed through comments
- Surveys can also be performed to analyze the sentiments

5. Ask Specific Questions

Digital Marketing Plan:

- Software/platform with which a powerful user research can be done online are helpful in orienting an effective DM plan but also assist in research oriented projects.
 - [SurveyMonkey.com](https://www.surveymonkey.com)



Digital Marketing Plan:

Step-4 (Competitor Analysis)

Who is competitor?

The one who:

- Share the same customer
- Have similar product offering

Digital Marketing Plan:

What to include in competitor analysis?

1. Website Audit

- Analyze the loading time
- User Access
- Usability
- Design

Digital Marketing Plan:

2. Social Media Comparison

- Compare social media channels
- Audience growth rate
- Content distribution
- Content Engagement
- Share of interactions

3. SEO keyword Analysis

- Which keywords your competitors are using for SEO
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- Integrate above three points to do a detailed analysis

Digital Marketing Plan:

Step-5 (Assessing Opportunities & Threats)

Opportunities and threats are external factors that are not in your control.

PEST Analysis

P= Political Analysis

E= Economic Analysis

S= Social Analysis

T= Technological Analysis

Digital Marketing Plan:

1. Industry Oriented Threats & Opportunities:

- Target industry support 4G or 3G?
- Customer use internet for online shopping or reading news?

2. Customer Related Opportunities & Threats:

- Age wise
- Usage pattern

3. Government Related Threats & Opportunities:

- Government laws and policies

Digital Marketing Plan:

How to do it practically?

- Initially, find out just three opportunities and three threats
 - Support all of them with the help of data
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- Your action plan that you are going to develop will address these opportunities and threats.

Digital Marketing Plan:

Step-6 (Setting SMART Objectives)

SMART objectives:

S= Specific

M= Measurable

A= Achievable/Attainable

R= Relevant

T= Time bound

Digital Marketing Plan:

Specific:

- E.g Increasing # of users in facebook

Measurable:

- Attach a number with your objectives

Achievable/Attainable:

- On the basis of research, analyze either they are possible or not

Relevant:

- Objectives must be relevant with your company

Time Bound:

- Specify exact time for every objective

Digital Marketing Plan:

Examples:

Engagement Objective:

“Increase active customers by 500 this month”

Active customer = Person who makes one interaction a week

E-commerce Objective:

“Achieve 10% revenue from e-commerce website within 3 years”

Digital Marketing Plan:

Lead Objective:

“Get 1500 new online customers this year at an average cost per acquisition (CPA) of \$15 and profitability of \$20”

Digital Marketing Plan:

Step-7 (Selection Of Platforms To Achieve Objectives)

- Which platform will your client use to achieve objectives.
- Following points are justified in an effective DM plan
 1. Which platform is relevant to you?
 - Write a short detail about particular platform that you suggested to use in DM plan

Digital Marketing Plan:

2. What are the objectives?

- Revise your objectives and merge them with those platform

3. What channels your customers are using?

- Justify it

4. What channels your competitors are using?

- Justify it

5. What kind of content will you share?

6. How many channels can you manage?

Digital Marketing Plan:

Step-8 (Targeting & Segmentation)

- Identify the segment of the market to which you are trying to deliver your message
- This step leads to breaking customers into groups and focusing the marketing efforts on specific groups

Digital Marketing Plan:

Why segment & target?

- It saves you money
- Riched/Enhanced campaign
- Focused campaign

Digital Marketing Plan:

How to segment?

- On the basis of demographics, behavior, geographics and lifestyle of the customer.

How to Target?

- On the basis of:
 - Profitability
 - Size &
 - Potential Growth

Digital Marketing Plan:

Buying Stage:

1. High Actual

Users that will eventually convert into buyers for your services.

2. High Potential

Users that agree to buy from you but there is no 100% confirmation that they will convert into your actual customers. These are called your potential users.

3. Everyone else

Every other user that can be your prospect or lead and also cannot be

Digital Marketing Plan:

Step-9 (Message, Ad & Video Development)

Content Strategy:

- Define all the tactics and strategies that you/your client will use to implement DM plan.
- Clearly illustrate posting calender, processes & workflows
- Share 30 days posting plan
- Share sample images/videos to be shared or posted

Digital Marketing Plan:

Processes & Workflows:

- Steps that are followed by your client to implement DM plan.
- Processes and workflows include defining roles and tasks assigned to different people and departments that occur in following hierarchy.
 - Content Strategist
Person who is responsible to generate ideas about sharing and developing of content
 - Graphic designers & developers
 - Quality Control
Responsible to assure quality in the product and process.

Digital Marketing Plan:

- Posting & Promotion

Content is ready to post in this stage and is handed over to person responsible to post and promote it

- Maintenance

Based on feedback and requirement, content is then updated, altered or deleted.

- This whole process occur in a loop and is repeated again and again to obtain desired results.

Digital Marketing Plan:

Step 10 (Budgeting)

1. Cost Of Ads

- Specify on the basis of required reach and the platform used

2. Risk Tolerance

- Most important part of budgeting
- Define a figure that will minimize your risk
- E.g Dollar rates are not static, they changed every now and then. Lets suppose for certain reason dollar rate gets high, so in this case you can use the amount that you specified as risk assurance amount in advance while making DM plan

Digital Marketing Plan:

3. Target Audience Behaviour

- Unexpectedly if your target customer starts using a new platform that is not included in your DM plan, then in this case you can start posting or working on that new platform by utilizing the budget that you specified in this section

4. Staff Development

- Salaries
- Hiring (content writers, freelancers)

Digital Marketing Plan:

Things to keep in mind while specifying the budget:

Past Effort

- Previously, how much money was spent by the company on similar operations for which you are deciding budget

Research

- Do a comprehensive research on the budgeting policies of your competitors

One-time spends

- Things on which you have to spend money only for on time e.g purchasing some software or equipment

Digital Marketing Plan:

Step 11 (Execution & Monitoring)

- Last step in digital marketing plan is to execute/implement the plan and monitor it for further improvements.

1. Execution
2. Reporting
3. Monitoring

Digital Marketing Plan:

1. Execution

- How posting will be done
- When and where to post the content

2. Reporting

- Analyze what different data analytics are reporting
- Assess the data on hourly or daily basis

3. Monitoring

- Monitor the progress whether the objectives are achieved or not?

Digital Marketing Plan:

Indices To Measure:

1. Site Activity

- Measure your site activity by:
- Number of unique visitors
- Number of returning visitors
- Time spent on website
- Navigation path
- Exit rate
- Lead generation rate(actual selling)

Digital Marketing Plan:

2. Sales & Revenue

- Revenue per customer
- Total Revenue
- Total Sales
- Conversion/response rate
- Revenue per channel

3. Profitability Report

- Cost per lead
- Profit per customers
- ROI (Return On Investment)

Digital Marketing Plan

4. Customer Engagement Report

- Retention rate
- Number of likes & shares
- Followers
- Total comments

Digital Marketing Plan

Brand Reputation:

- Eventual goal of DM plan is brand reputation
 1. Market Share
 2. Search Engine Rankings
 3. Positive/negative comments count in interactions
 4. Media