

# Digital Marketing Strategy & Plan for Start-ups

By

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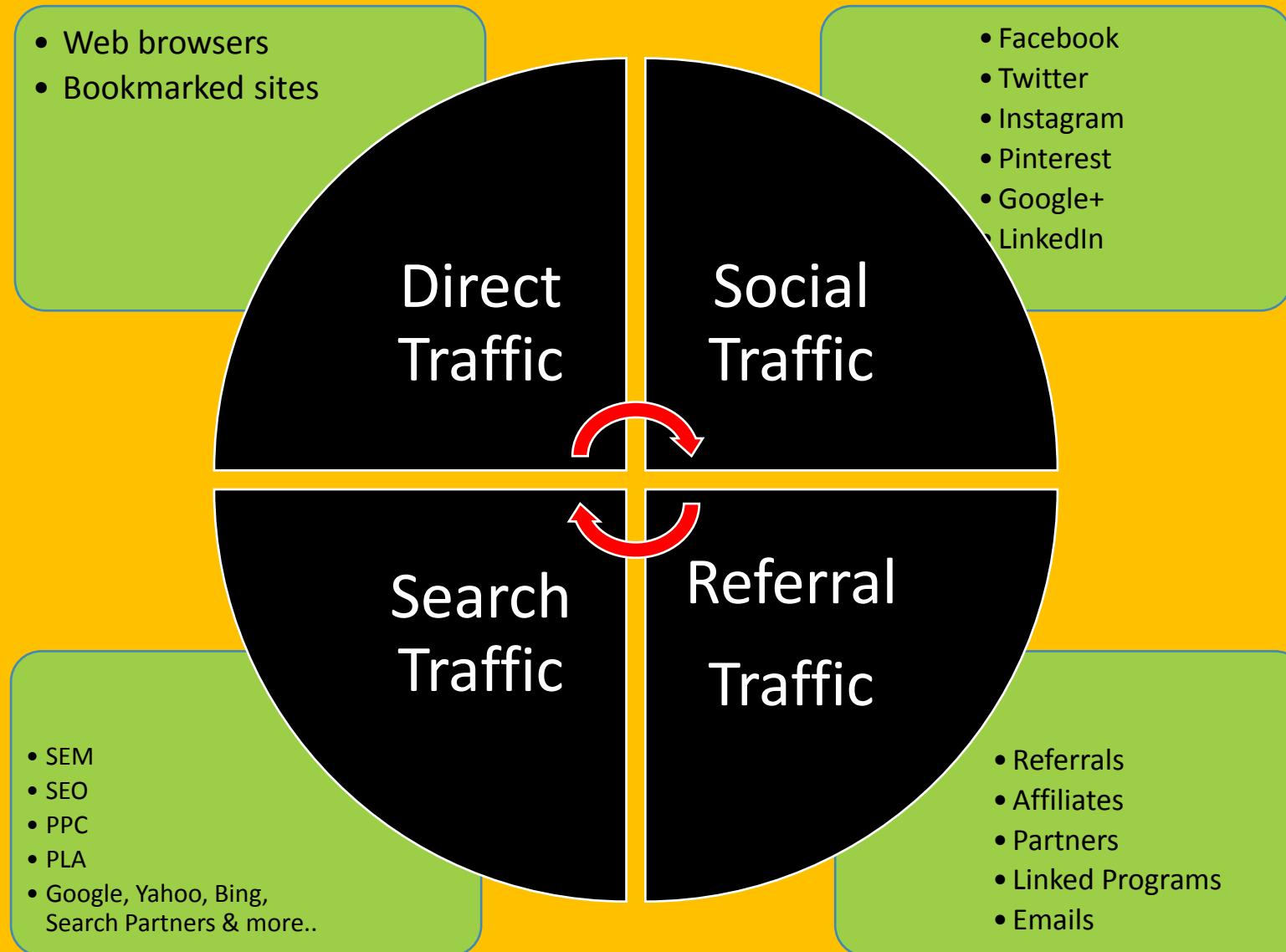
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## Marketing Plan

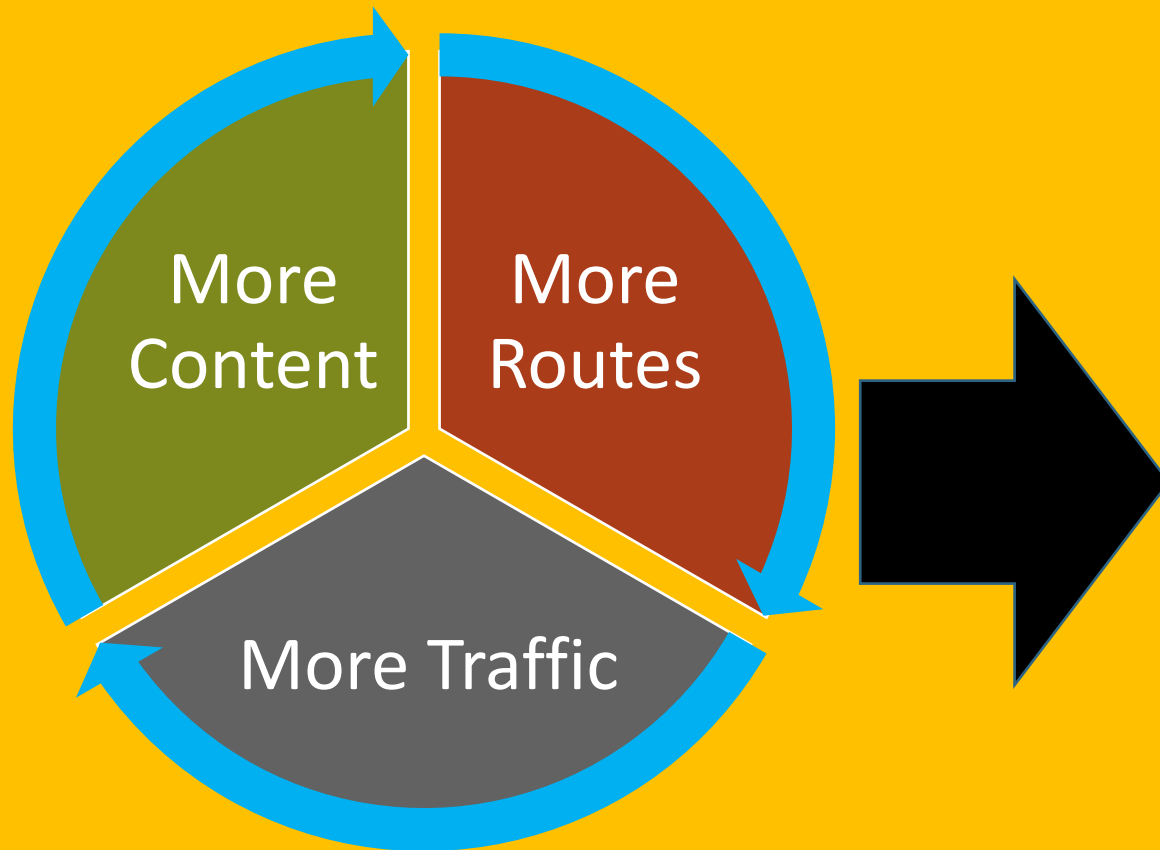
Few questions..

- Is your product completely ready?
- Do you consider Mainline & Digital marketing are different forms of marketing?
- Marketing Team?
- Do you have In-house technical expertise?
- Do you have separate Marketing budget?
- What is your current need? – base set-up or boost
- What is your business as well as marketing department vision?
- What is the focus of marketing at this time– Footfalls, business leads, enquiries?
- Do you have Goals (time bounded) for your marketing team?
- Are you aware of some Quick wins & initiatives, if any?

## Digital Marketing Traffic



## Content – A King or a Pawn?

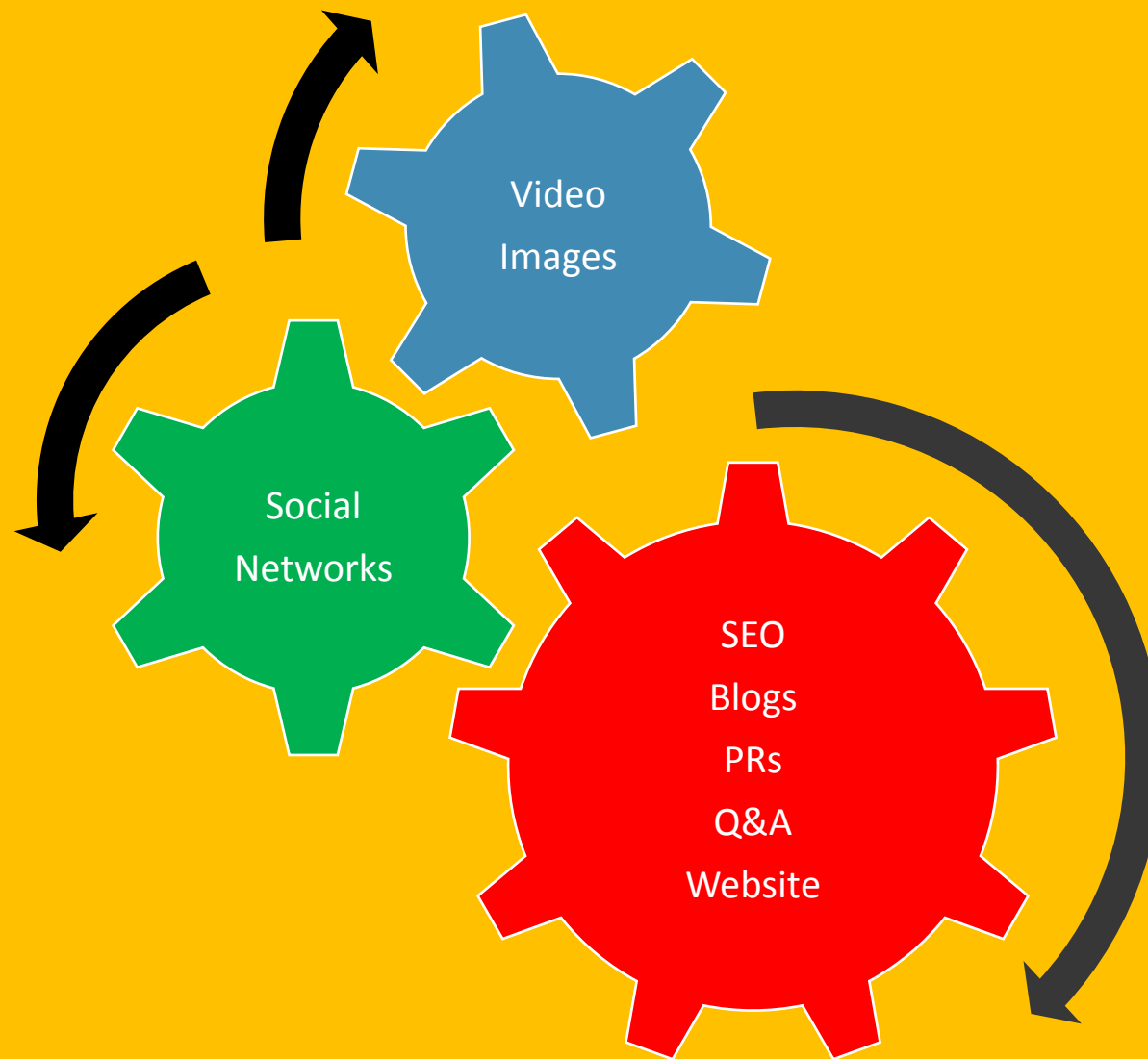


In Digital..  
Traffic means business,  
Traffic means customers,  
Traffic means re-targeting plan,  
Traffic means you are in DEMAND!

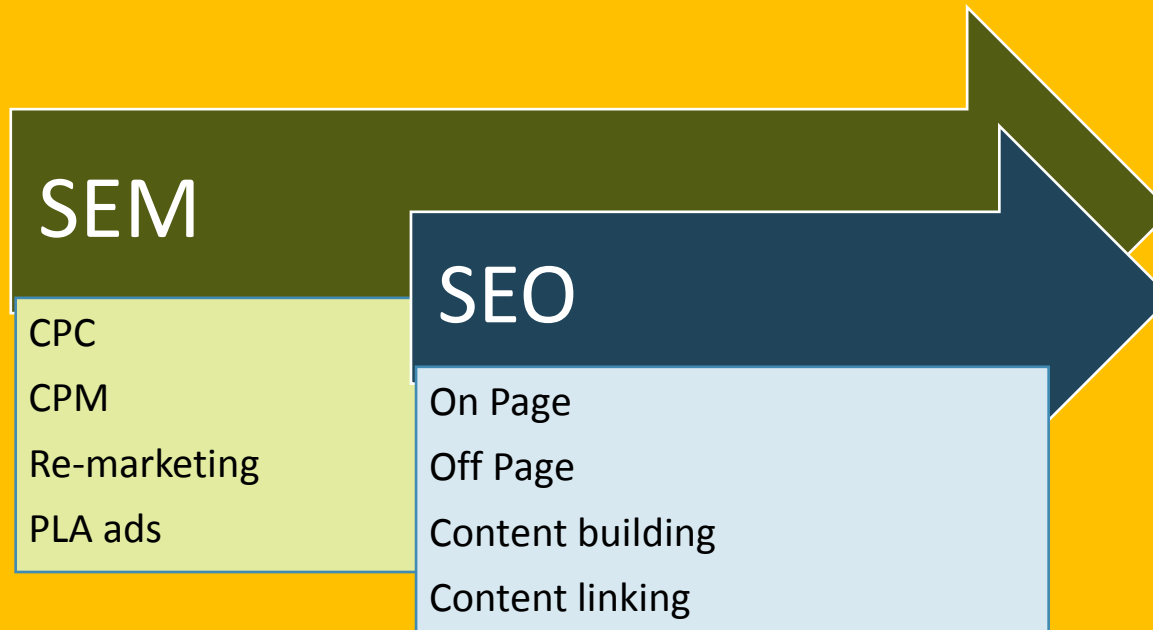
Bottom-line traffic is MONEY!!!

Note : All traffic referred here is QUALITY traffic!

## Content Driven Traffic Engine



## Search Engine Traffic

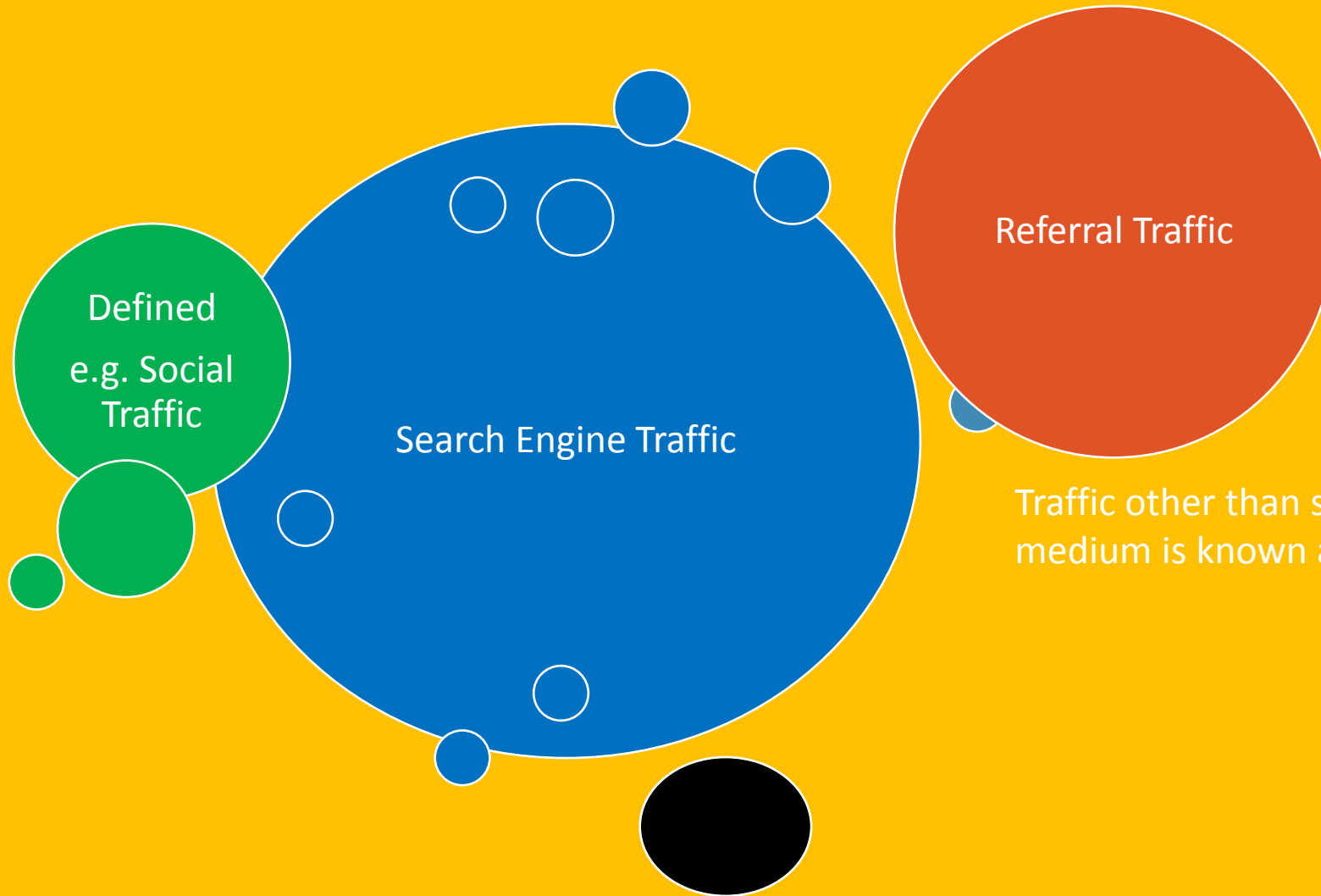




Some importance of social traffic..

- Increased brand recognition
- Improved brand loyalty
- More opportunities to convert
- Extra touchpoints in customer cycle
- Higher brand authority
- Increase inbound traffic
- Decreased marketing cost
- Better search engine ranking
- Richer customer experience
- Improved customer insights

## Referral Traffic

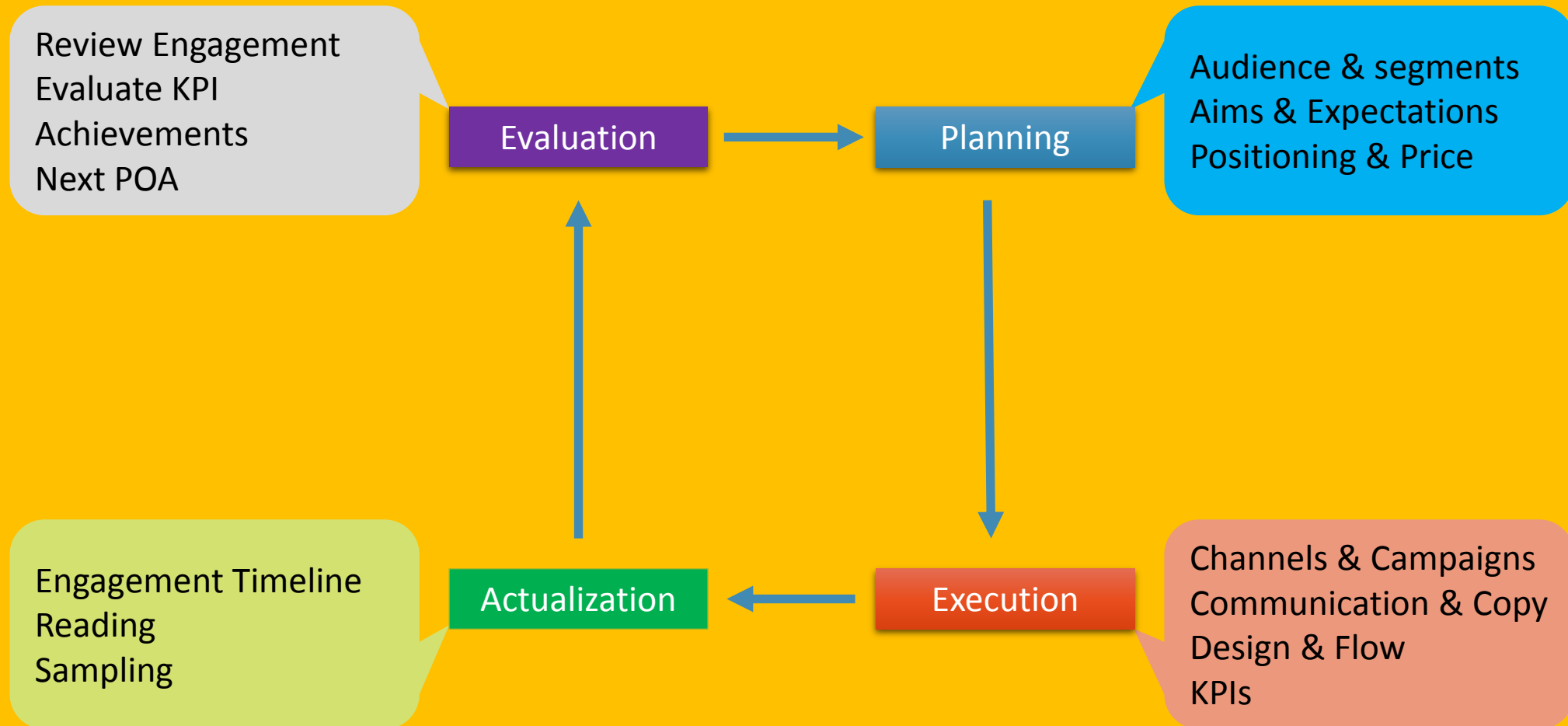


Traffic other than search and any other defined medium is known as a referral traffic.

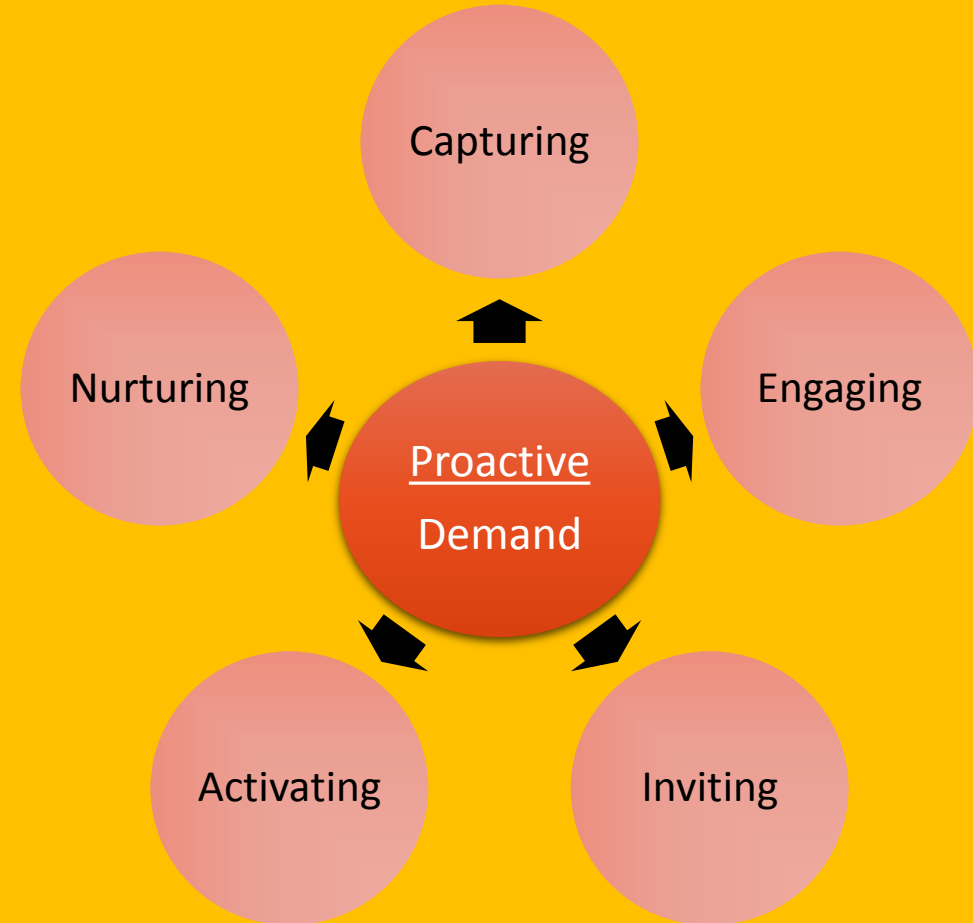
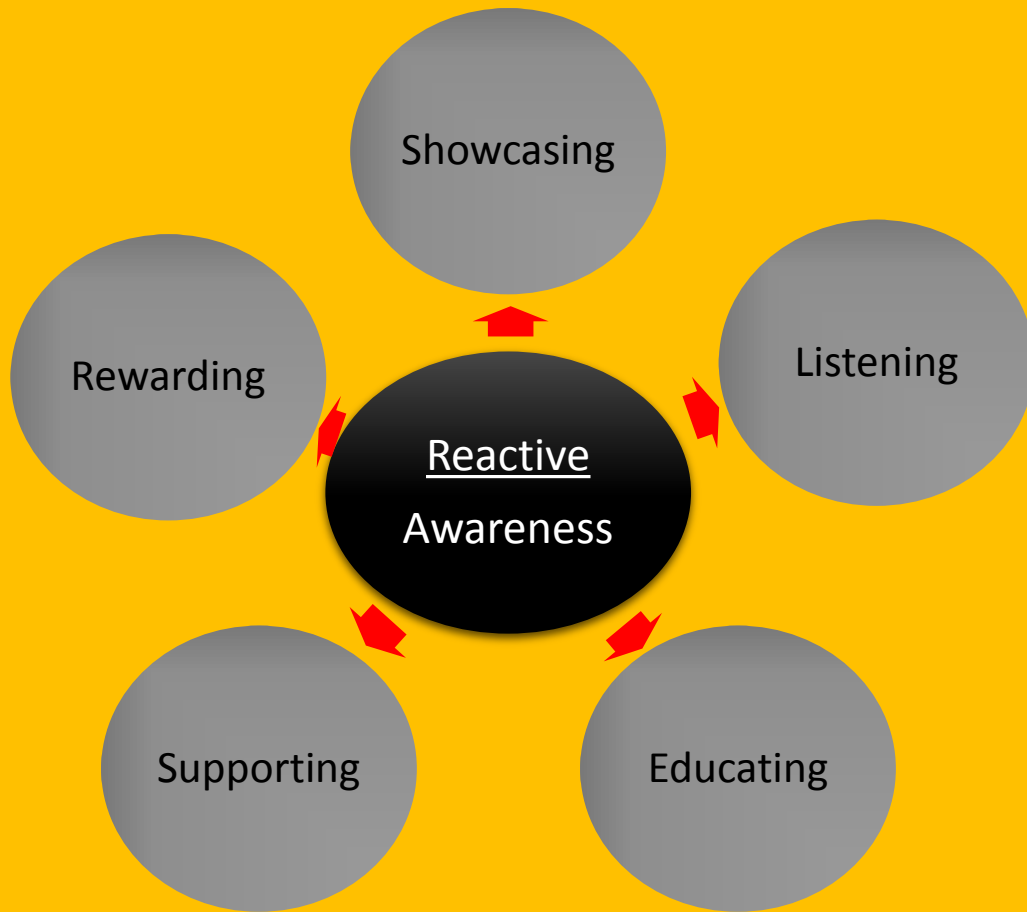




## Marketing Activities Cycle



## Marketing Strategy – Awareness & Demand

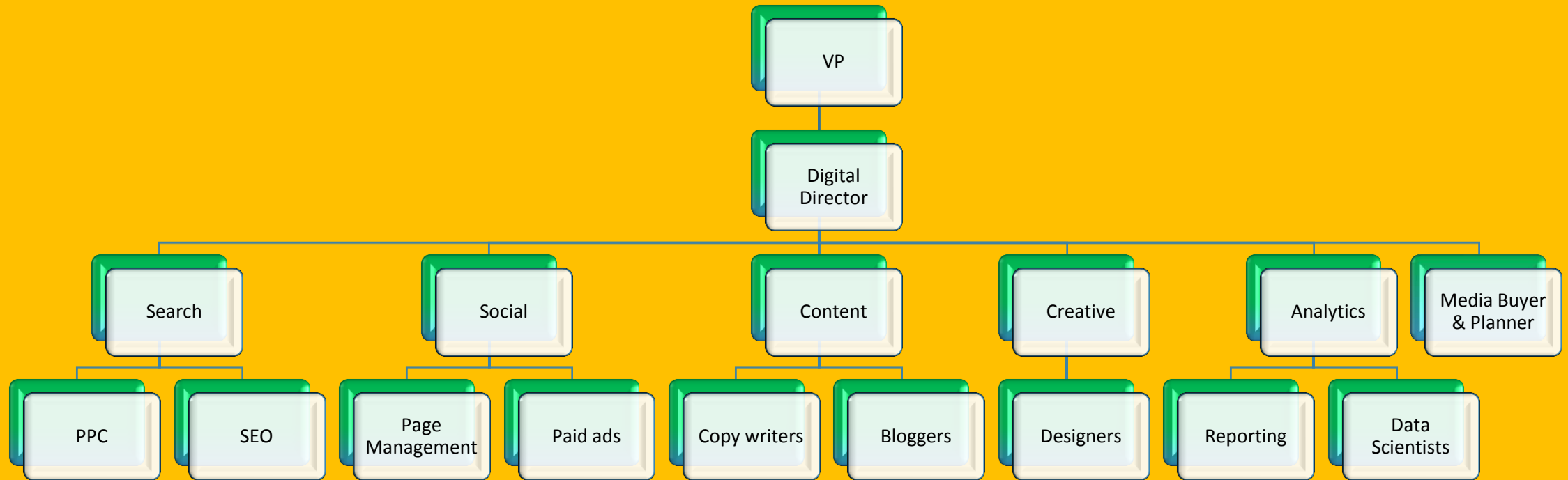


## Resource Planning – Digital Team building

Few questions..

- What is required scope of work? And what will be near future scope of work?
- How many people do we need?
- What business processes do we need to manage the program?
- What KPIs we need to look at?
- What is the action plan? What is the plan for troubleshoot?
- What technologies & tools we need?
- What will be the metrics to evaluate the performance? (With respect to the time)
- What are the plan for near future investments?

## Digital Team Structure



Note : Initially, we can start with 2<sup>nd</sup> and 4<sup>th</sup> levels, i.e. Program director and team of doers. As team work increases add 3<sup>rd</sup> level of managers i.e. domain experts. Similarly, analytics team can be added at later stage when we start gathering huge data for better analysis and decision making.

## Digital Team Budget Management

Budget can be briefly divided into media spend & team member salaries. Let's say, for an year, we have budget for these two components as 30 lakhs as media spend and 15 lakhs as salaries.

Position	Experience	Salary
PPC Executive	up to 2 years	₹ 3,50,000.00
SEO executive	up to 2 years	₹ 3,00,000.00
Content Writer	up to 2 years	₹ 2,50,000.00
Social media executive	up to 1 year	₹ 2,00,000.00
Social media executive	Fresher	₹ 1,50,000.00
Designer	up to 2 years	₹ 3,00,000.00
Total	Total	₹ 15,50,000.00

Optional : SMO fresher can be added later stage.

Note\* INR 14 lakhs without SMO fresher.

## Digital Media Budget Management

Considering at initial level we have around INR 35 to 40 lakhs for a year budget for all digital platforms.

Platform	Network	Monthly Budget	Budget Share
Google	Search	₹ 80,000.00	60%
	Display	₹ 50,000.00	
	Re-marketing	₹ 50,000.00	
Bing	Search	₹ 40,000.00	13%
Facebook	Paid ads	₹ 50,000.00	17%
Twitter	Paid ads	₹ 15,000.00	5%
Instagram	Paid ads	₹ 15,000.00	5%
Emailers	Bulk	₹ 15,000.00	5%
Total	Total	₹ 3,00,000.00	100%

Budget can vary as per the performance of the each platform. Best performing will get the most budget. Further you can divide the budget into awareness (branding) and demand (leads) for efficient reach and ROI.



Thank You

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