



DIGITAL MARKETING PLANNER

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PLAN – LAY FOUNDATIONS

Create a digital marketing strategy

OPPORTUNITY	STRATEGY	ACTION
<ul style="list-style-type: none"> > What are your KPI's? > Identify your customer journey > What is the capacity of your business/employees? > What are your brand's benchmarks? 	<ul style="list-style-type: none"> > How do you facilitate changes? > Define your value proposition. > Who are your customers? > What are your channels? 	<ul style="list-style-type: none"> > Implement your strategy. > Measure results. > Test and react.



REACH – PUBLISH & PROMOTE YOUR BRAND

Key Measures:

- Fans/likes/followers
- Unique visitors
- Value per visit

OPPORTUNITY	STRATEGY	ACTION
<p>> Which channels will optimise your reach?</p> <p>> Where are your customers?</p> <p>> Review current activity.</p> <p>> Record your current statistics as a benchmark to improve.</p>	<p>> Integrate with your offline marketing.</p> <p>> What types of media work best for your business?</p> <p>> Identify your advertising and optimisation spend.</p> <p>> Define your voice/message per campaign/channel.</p>	<p>> Social Media.</p> <p>> Google Adwords.</p> <p>> Social Media Advertising.</p> <p>> SEO Plan.</p> <p>> Content plan.</p> <p>> Keyword Research.</p> <p>> Affiliates & partners.</p>



ACT – BE UNIQUE, BE DIFFERENT

Key Measures:

- Leads generated
- Likes/Shares
- Time of visits

OPPORTUNITY	STRATEGY	ACTION
<p>> What is your current user journey?</p> <p>> How do people find/interact with your business?</p> <p>> What is your traffic driver?</p> <p>> How can your business improve ROI?</p>	<p>> Create Customer Personas.</p> <p>> Define your plan for SEO.</p> <p>> Create unique content.</p> <p>> Define your goals.</p>	<p>> Landing pages.</p> <p>> Data capture.</p> <p>> Lead generation.</p> <p>> Increase your social media following.</p> <p>> Create content with value.</p> <p>> Offer incentives.</p> <p>> Personalisation.</p>



CONVERT – BECOME THE ‘GO TO’ FOR YOUR INDUSTRY

Key Measures:

- Revenue (Online & Offline)
- Website Sales
- Average order value

OPPORTUNITY	STRATEGY	ACTION
<ul style="list-style-type: none"> > Create conversion funnels. > Review your integrated marketing, omni-channel opportunities. > Listen to customers – What do they want? > Review your legacy data. 	<ul style="list-style-type: none"> > Define your route to purchase. > What are your communications channels. > How can you improve offline to online conversion? > How can your track your integrated marketing? 	<ul style="list-style-type: none"> > A/B Testing. > Compare legacy and current data. > Geo profile your customers.



ENGAGE – MAKE THEM COMEBACK AGAIN & AGAIN

Key Measures:

- Reviews
- Repeat Purchasers
- Advocacy

OPPORTUNITY	STRATEGY	ACTION
<p>> What makes customers happy?</p> <p>> What drives your customer satisfaction?</p> <p>> Customer communication opportunities?</p> <p>> Review your feedback.</p>	<p>> Create customer social media contact plan.</p> <p>> Create customer engagement plan.</p> <p>> How can you personalise your customer communications?</p>	<p>> Implement personalisation rules.</p> <p>> Manage social media in line with customer engagement plan.</p> <p>> Event triggered customer communications.</p>

