



DIGITAL
MARKETING
INSTITUTE

Professional Diploma in Digital Marketing
Module 10: Digital Strategy and Planning
Version 5.0
Lecturer: Maeve Kneafsey



Maeve Kneafsey

Leading Expert in Digital Marketing Strategy
and its successful implementation

- Founder and CEO of [Marketfinder](#)
- Founder and Director of [Elucidate](#)
- Graduate of Trinity College
- I have implemented digital marketing strategies for Banks, Retail, Government, Telco's, Media, a large number of tourism businesses and many more
- I was a Chair of the Irish Internet Association and co-founded the Ireland eGovernment Awards and Centers of Excellence

Digital Strategy & Planning

AGENDA

Introduction

Situation Analysis

Audience

Planning

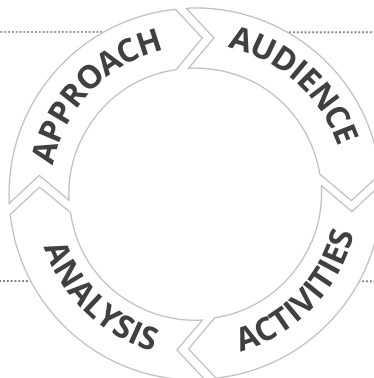
Analysis

Strategy & Planning Process

Effective Strategy & Planning is an Iterative Process

1. Approach

- Framework
- Principles



2. Audience

- Situation Analysis
- Information Gathering
- Audience Definition

4. Analysis

- Measurement
- Analysis
- Iteration

3. Activities

- Objectives
- Tools
- Action Plan
- Budget

Source: Digital Marketing Institute

Campaign Planning Implications

What are the implications for marketing departments and their campaign planning?

- **Structure:** starts small and gets better (iterative)
- **Budget:** start small and invest based on success
- **Calendar:** organic with no end point
- **Personnel:** new work so new skills required

DMI 3i Principles

DMI 3i Principles are the foundation tenets of the DMI Methodology

- **Initiate:** start with the customer and work towards your digital strategy
- **Iterate:** continually learning from engagement with customers and applying this on an ongoing basis
- **Integrate:** integrate digital channels coherently and in terms of traditional marketing activities

"Start with the customer and work backwards"

Market reality is a better indicator of customer needs than market research



Source: Digital Marketing Institute

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Digital Marketing Plan: Structure

A Digital Marketing Plan should include the following sections:

- Situation Analysis
- Information Gathering
- Audience Definition
- Business Objectives
- Digital Tools
- Action Plan
- Budget
- Measurement
- Iteration & Management

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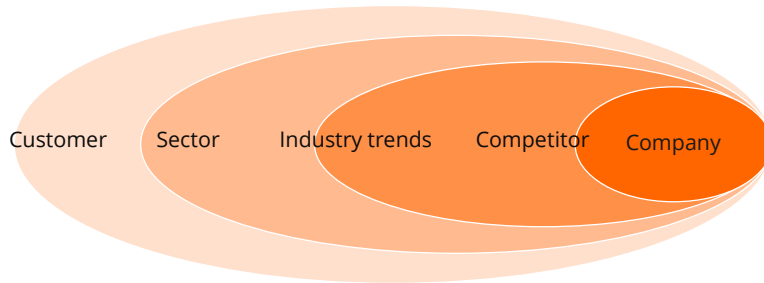
Situation Analysis

Understand where you are now

- How do you measure up?
- Capabilities
- Activities

How do you measure up?

Measure your current digital activities in terms of your customer, sector, competitor and company



Source: Digital Marketing Institute

Situation Analysis: Capabilities

Rating your current capabilities from 1 to 5

	Basic knowledge	Limited Experience	Practical Skills	Advanced Application	Expert Practitioner
Website					
SEO					
SEM					
Email					
Display					
Social Media					
Mobile					
Analytics					

Situation Analysis: Activities

Describe your current activities under each of these headings and rate your current activities on a scale of 1 to 5

	Describe your current activities	Pre-Course Rating	Post Course Rating
Website			
SEO			
SEM			
Email			
Display			
Social Media			
Mobile			
Analytics			

Exercise 1

- Choose a business you are familiar with
- Carry out a Situation Analysis using slides 12 and 13
- Assess the capabilities and activities of the business using the charts provided

Information Gathering

Search Tools:

- Google Analytics
- Google AdWords Keyword Planner
- Google Display Planner
- Bing Ad Planner
- Google Alerts

Information Gathering

Social Tools:

- socialmention.com
- adictomatic.com
- buzzsumo.com
- howsociable.com
- twitalyzer.com
- Klout.com
- Local discussion forums

Audience Definition

Build audience profiles or personas in terms of:

- Age
- Gender
- Demographics
- Location
- Preferences
- Needs
- Understand their expectations and goals



"John lives in London. He is single. 25 years of age. Rents an apartment. John enjoys sports and socialising, earns £35,000. He uses a smartphone, has broadband and is an avid gamer."

Exercise 2

Information Gathering

Use some of the tools suggested to gather information about your business or a business you are familiar with.

- i. Start by using [Google AdWords Keyword Planner](#) to identify the terms used to search for their product or service online.
- ii. Use one of the social tracking tools ([socialmentions.com](#), [buzzsumo.com](#) or [twitalyzer.com](#)) to find out who is talking about them and in what context.
- iii. Carry out the same exercise using one of their competitors and compare the findings.

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Audience Ranking

Having defined your target audiences, the next step is to rank them

Rank your target audiences on two dimensions:

- Value to the business
- Reachability

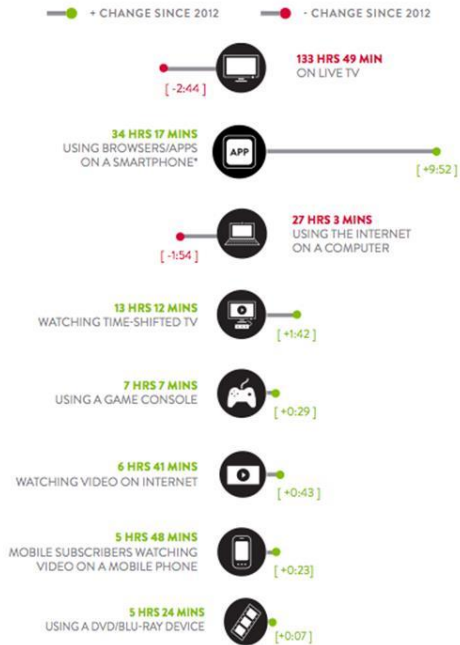
This process will allow you to:

- Prioritize your target audience
- Focus your Activities
- Align your budget
- Allocate Resources

Understand preferences and habits

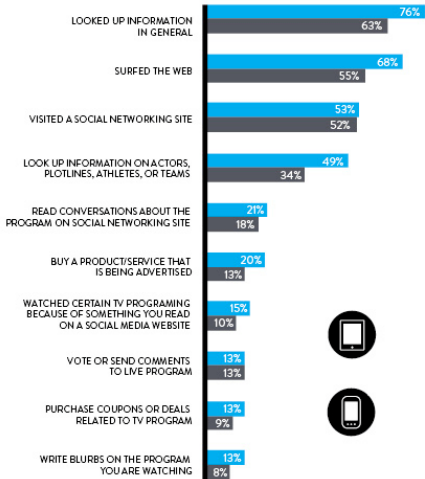
Where are your audience online and what are they doing?

HOW CONSUMERS SPEND MEDIA TIME (HH:MM) EACH MONTH



Smartphone activity while watching TV

TABLET OR SMARTPHONE ACTIVITIES WHILE WATCHING TV

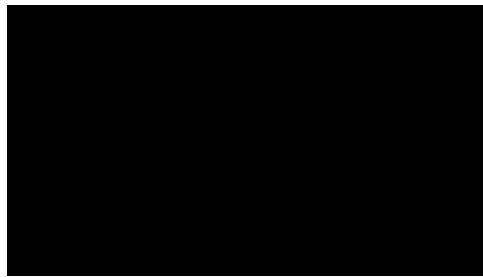


Second Screeners



Second Screeners

How Chevy hacked the Super Bowl

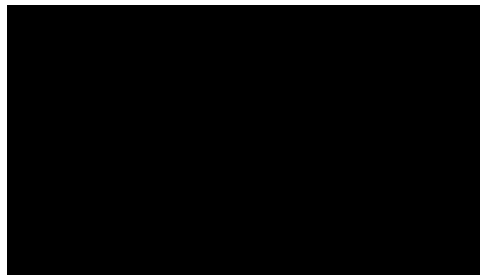


EU Enterprise Business – Why they use Social Media

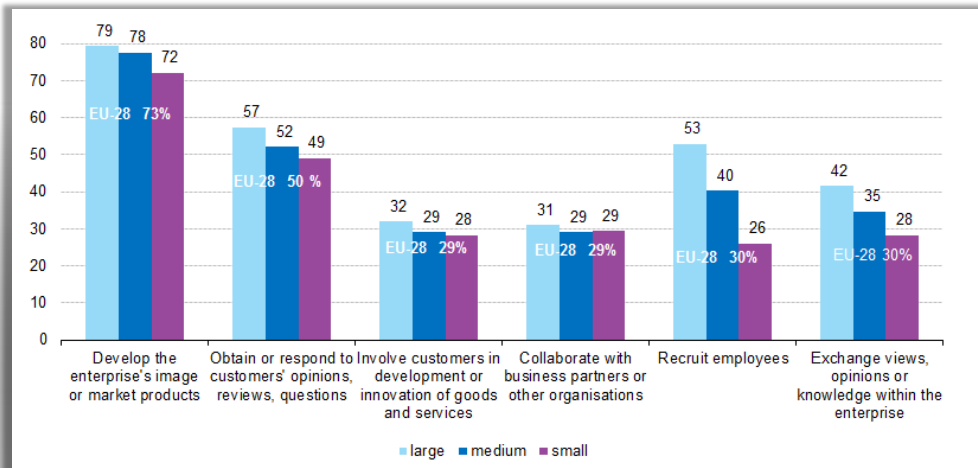


Case Study

McDonald's Lebanon

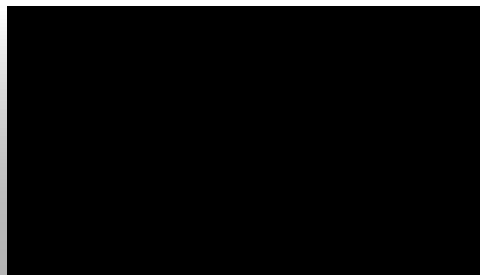


EU Business usage of Social Media by size and objective



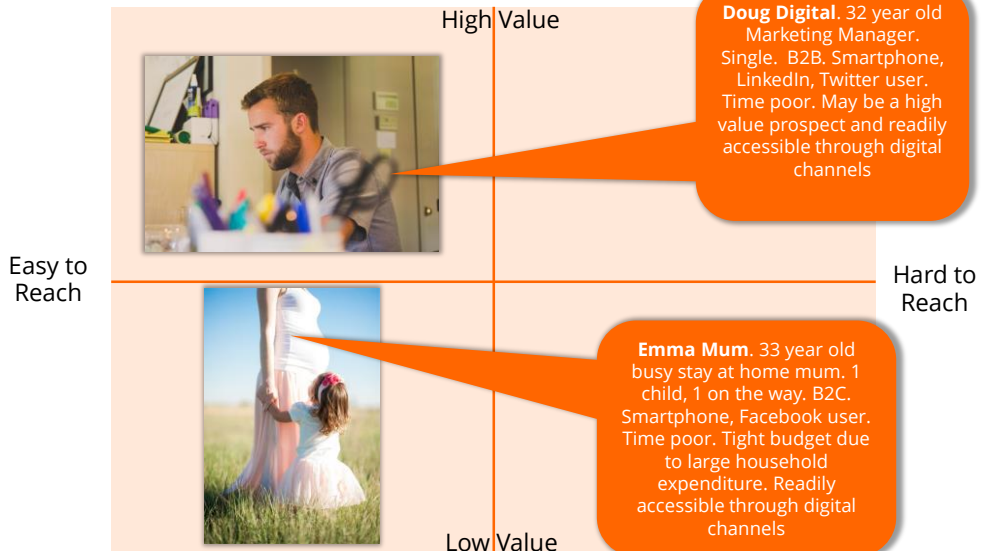
Case study

Ben and Jerry's



Audience Ranking

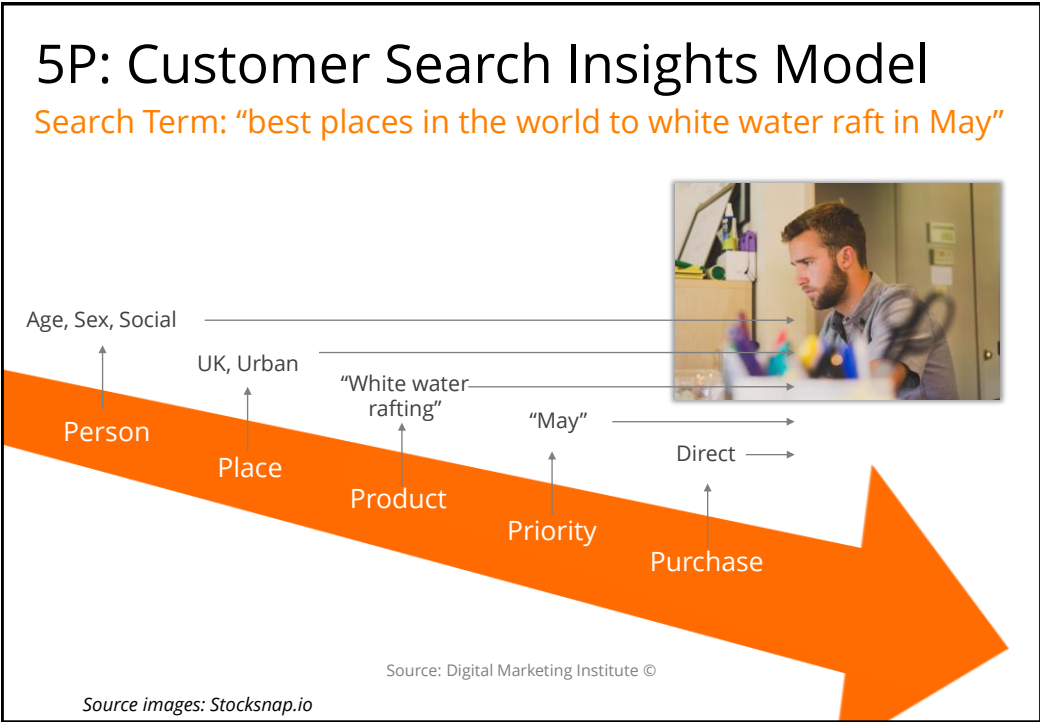
Having defined your target audiences, the next step is to rank them.



Source images: Stocksnap.io

Understanding Your Audience





5P: Customer Search Insights Model

Search Term: "best places in the world to white water raft in May"

What are your customers telling you about themselves?

Person	Place	Product	Priority	Purchase
Age	Country	Topic	When	Online
Sex	Urban	Subject	May	Shop
Social Group	Rural		Summer	Community
Language			Next Week	

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Primary Digital Tools

- Search Marketing (SEO & PPC)
- Social Media Marketing
- Mobile Marketing
- Email Marketing
- Digital Display Advertising

Digital Marketing Objectives

Setting objectives within your digital marketing plan provides:

- Structure
- Stated targets
- Accountability for ROI
- Basis for measurement and analysis

Digital Marketing Objectives

Set out some SMART* Objectives which are:

- Specific
- Measurable
- Actionable
- Realistic
- Timed

Digital Marketing Objectives

What do you want to achieve with digital marketing?

- Business
- Audience
- Product
- Brand
- Marketing

"We're vastly over where we'd be normally," Johnson said. "This is looking like a good black Friday." It took only half an hour for the 300 dresses on Roman Originals' site to sell out on Friday morning. "Our website's currently at about a million visits to this page alone," Johnson said.

Channel Suitability B2C

Select the channels on the DMI Framework in terms of how effective they will be for engaging with your target audience

Emma Mum

- 33 year old busy stay at home mum.
- 1 child, 1 on the way.
- B2C.
- Smartphone, Facebook user.
- Time poor.
- Tight budget due to large household expenditure.
- Readily accessible through digital channels



Source images: Stocksnap.io

Channel Suitability B2B

Select the channels on the DMI Framework in terms of how effective they will be for engaging with your target audience

Doug Digital

- 32 year old Marketing Manager.
- Single.
- B2B.
- Smartphone, LinkedIn, Twitter user.
- Time poor.
- May be a high value prospect and readily accessible through digital channels



Budget

Distinguish between various types of costs:

- Media Spend (Ads)
- Digital Media (Website, Content, Creative)
- People Costs (Internal or External)
- Systems (Hosting, Third Party Systems, Analytics)

Budget

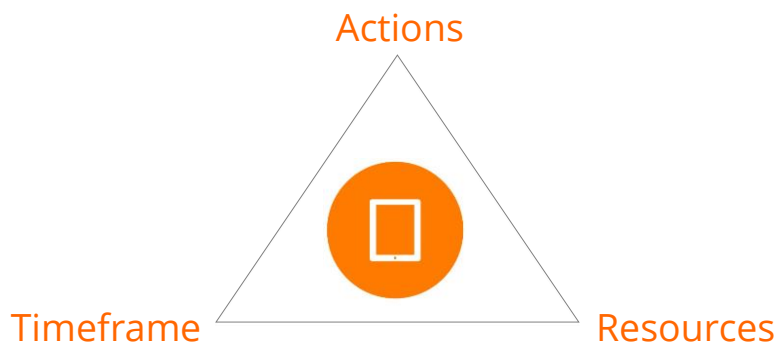
Ad Budget Estimation

Each of the advertising channels typically have budget estimation tools.

These allow you to estimate budget based on the mechanism for payment:

- Pay Per Click (Google AdWords, Facebook Advertising, some Banner Advertising)
- Cost Per Mille (Digital Display, LinkedIn)
- Cost Per Engagement (Twitter Advertising)

Action Plan



Digital Marketing Action Plan

Digital marketing planning scheme for Search Engine Optimization, PPC, Email, Display, Mobile, or Social Media Marketing:

- Objectives
- Action Items
- Frequency
- Measurement Tools
- KPIs
- Spend

Analytics: Mobile KPIs

SMS Campaign

Downloads, unique users, click (tracked event), engagement and goal conversions.

Mobile Apps

Downloads, purchases for your app, analytics handset usage for target audience.

Mobile Optimized Websites

Time on site, page/ visit, event, registrations, inquiries, calls, sales, subscriptions.

Proximity

QR codes, mobile coupons and ticketing: reaching a specific landing page, downloading coupons, printing out coupons/ tickets, redeeming a coupon/ ticket.

Mobile Advertising

Number of impressions, number of clicks, Click-Through-Rate (CTR), conversions.

Case Study

Ribena



Facebook KPIs

Choose specific KPIs for each goal

Advertising Indicators:

- Impressions
- Clicks
- Cost-Per-Click
- Conversion

Account or Page Indicators:

- Status updates
- Likes
- Reach
- Wall posts
- Shared
- Comments
- "Talking about this"
- Click-through on posts
- Competition entries
- Offer redemptions
- Conversation

LinkedIn KPIs

Choose specific KPIs for each goal

Advertising Indicators

- Impressions
- Clicks
- Cost-Per-Click
- Click-Through-Rate (CTR)
- Leads (contacts)

Account or Page Indicators

- Your LinkedIn account provides information on profile engagement and connections for your LinkedIn personal account, and general information about company pages

Twitter KPIs

Choose specific KPIs for each goal

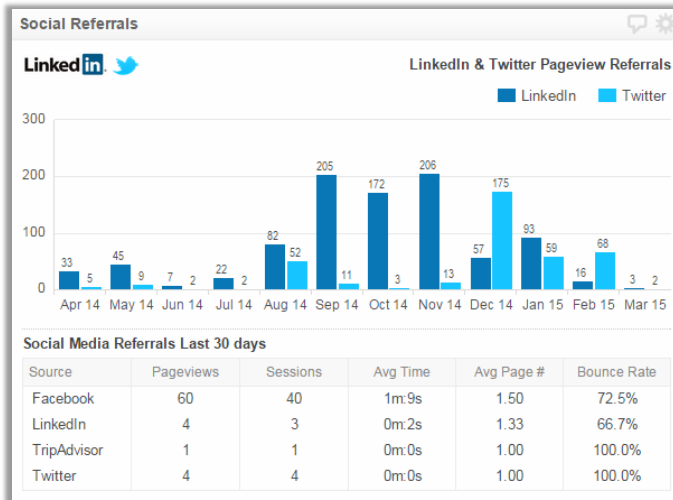
Advertising Indicators

- Impressions
- Clicks
- Cost-Per-Click
- Cost Per Engagement
- Conversion

Account or Page Indicators

- Replies
- Mentions
- Follows/Unfollows
- Tweets
- Retweets
- Clicks on a Tweet
- Direct Message
- Favorites
- Trending

Example: Social Media KPIs



Source: Marketfinder

Action Plan: Calendar

Sample schedule and objectives and outcome overview						Date:						
Activity	Description	Target audience	Channel message/content/ offer	Objective	KPI Metric	Responsibility	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14
Message	Give up smoking young											
Content	Tips and help available											
Start	June											
Results/Review	July											
End	Dec											
Action/follow up												
Tactic/Channel												
LinkedIn	Influencing the influencers to advise those who want to stop smoking or need to stop smoking	GPs/HCP/Asso. Bodies	Free stop smoking aids /tips. Handouts, blog website	Influence smokers	Reorder aids and handout material. Plus secure positive feedback/	MK						

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Measurement: Analytics

Benefits of monitoring and analysis:

- Analytics
- Transparency
- Accountability
- Defend your Decisions
- Take Action



Measurement: ROI

Search Optimization Campaign ROI Calculation:

- 15,500 searches per month for my search phrases
- Estimated at 25,000 unique searchers
- Aiming to attract 10% of these to our website = 2,500 visitors
- Aiming for a visitor to conversion rate of 2% = 50 inquiries
- Based on current enquiry rates, we estimate that 50% of these will be quality leads = 25 sales leads
- And our conversion rate is usually 1 in 4
- **4 new customers = €8,000**

Analysis: Tools Used

Analytics tools which can be adopted to track against specific objectives:

- Search optimization (Google Analytics & AdWords Keyword Planner)
- Search Marketing (AdWords & Analytics)
- Social Media Marketing (listening tools, insights & analytics)
- Mobile Marketing (mobile analytics)
- Email Marketing (ESP reporting & analytics)
- Digital Display (publisher reporting and analytics)



Iteration: Process

Effective Digital Marketing is an Iterative Process



Source: Digital Marketing Institute



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Thank you

We always welcome feedback, ideas, case studies,
and examples from your personal experience.

Do share!

Send to: clairemonahan@digitalmarketinginstitute.com



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