

# Integrated Digital Marketing Plan

Cover page

Table of Contents

- I. Executive summary**
  - a. Objectives of plan
  - b. Challenges of organization
  - c. Expectations if marketing plan was successful
- II. Alignment**
  - a. Mission
  - b. Target markets
    - i. Demographics
    - ii. Lifestyle
    - iii. Actions
  - c. Organization's goals and objectives
  - d. Organization's strategies and plans
    - i. New products, markets
    - ii. Promotions
    - iii. Expansion
- III. Assessment**
  - a. Current marketing efforts (outline traditional and digital as a table)
  - b. Marketing metrics- performance/interactivity
    - i. Search Engine positioning (for keywords )
    - ii. Analytics
    - iii. Facebook Insights/ likes
    - iv. Twitter activity
  - c. Industry analysis
  - d. SWOT situational analysis
  - e. Competitor analysis and environment
  - f. Consumer analysis (different behaviors of target markets )
  - g. Market research/Consumer insights
    - i. focus group
  - h. If service organization
    - i. Service blueprint
    - ii. Service gap analysis
  - i. Summarize challenges
- IV. Brand Blueprint**
  - a. Brand Personality- How to get your brand unstuck?
    - i. Current image, mindset, behavior
    - ii. Desired behavior
    - iii. Challenges to overcome
    - iv. Brand Properties
      1. Product/service features
      2. Logo
      3. Tagline

- v. Brand Essence
  - 1. Organizational touchstone- everything the organization communicates should reflect this concept (but never appears in any communications)
- vi. Customer insights and key benefit
- vii. Recommendations for Clarified Brand
  - 1. Suggestions for Logo, Tagline
  - 2. Brand Promise – 4-6 core elements of brand ( reflecting value / benefits)
  - 3. Universal Selling Points (USP)
  - 4. Value Proposition
- viii. Brand Blueprint Elements – Summary Table of Brand Personality and Recommendations

## Brand Blueprint Elements

Element	Definition
Competitive context	
Target markets	
Current image, mindset, behavior	
Desired behavior	
Challenges to overcome	
Brand Properties	
Brand Essence	
Customer insights/benefit	
Brand Recommendations (logo, tagline)	
Brand Promise	
Universal Selling Points	
Value Proposition	

- b. Integrated Strategy
    - i. Planning assumptions
    - ii. Outline recommendations in terms 5 marketing variables (Product, Price, Place, Promotion and Participation)
- V. Online Environment**
- a. Analyze the current website using SERVAS benchmarks and suggest what would make it more effective OR Outline a new website using SERVAS as an outline of the critical elements
  - b. Make your recommendations as bullet points and provide an example of each suggestion. For example for a dental site
    - 1. Value- dental technologies save time and \$ or preventative dentistry – saves teeth and helps with better digestion
    - 2. Call to action –download, attend educational session how new

**VI. Integrated Media Marketing**

- a. Integrate the brand consistently in the different media platforms
- b. Recommend marketing tools- include traditional, social/video, PR, mobile and links to online
  - i. Look at other similar organizations / companies and how they have used traditional and digital media effectively for their target markets. (Google searches to locate case studies for your industry application)
  - ii. Strategy recommendations need to be in line with size of business, marketing budget and goals
  - iii. Use SERVAS to design/evaluate each media recommendation
  - iv. Integrate and synergize the different media tools that your recommend
- c. Complete Integrated Media Table

**Integrated Media Table (sample)**

Media	Budget	Campaign Objectives		Direct Response Objectives	
Objectives		Objective 1 (Increase exposure, interactivity )	Objective 2 (Increase 15% website traffic)	Objective 1 (Increase downloads)	Objective 2 (Increase 25% purchases, registrations )
Flyers/ brochures					
YouTube -Video					
Facebook					
Twitter					
Email blast					
Blog					
Social bookmarks					
Pinterest					
Instagram					
TV/radio					
Infographic					
Newspaper					
Posters					
Newsletter ( online)					
Personal networks friends, family, org.					
Local businesses					
WOM friends					
Events					
Past participants/buyers					
Partner organizations					

- d. Budget - inserted in Integrated Media Table

- e. Integrated Marketing Messaging Strategy

## Integrated Marketing Messaging Strategy

Campaign Timetable				Direct Response	
Dates	Campaign	Media Tool(s)	Key message	Expected results	Target audience

### VII. Implementation – Organization

- a. What resources will it take to implement the plan
  - i. changes in management mindset
  - ii. staff
    - 1. management
    - 2. staff availability
    - 3. expertise to implement the plan
    - 4. outsource elements of plan (use outside vendors)
  - iii. time
  - iv. resources (financial)
- b. What are organizational constraints

### VIII. Monitoring Evaluation

- a. Monitoring metrics
  - i. Website - Google Analytics
  - ii. Social media insights –Facebook/ Twitter/YouTube Insights - number of likes, fans, interactions
  - iii. Digital footprint changes
  - iv. Company chatter – Google Alerts, socialmentions.com
- b. Evaluation
  - i. Suggest how to MEASURE the results and compare to goals stated in section II (Alignment)
  - ii. Determine Return on Investment (ROI) or Social ROI (SROI)

### IX. Sustainability

- a. Plan for ongoing feedback from target markets
- b. Innovate digital media and distribution channels
- c. Adjust strategy to maximize efforts
- d. Integrate Social Enterprise (digital tools throughout departments of organization to facilitate upward and downward communications)

### X. Conclusions

- a. Summarize list of go forward recommendations as bullets points