

HOW TO DEVELOP A DIGITAL MARKETING PLAN

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17 million Australians are connected to the internet – 89.8% total reach.

While the digital landscape is a rapidly changing environment, the fundamentals of marketing are still the same.

Your digital marketing plan should stick to the principles of your overall marketing plan. The difference between the two is that the customers are the focus of all decisions and you will use the latest technologies for your strategy.

5 steps to creating an effective digital marketing strategy

1) Situation analysis

Elements to consider for your digital strategy include your customers, competitors, market and core competencies.

a) Customers:

- Who are they?
- What is their online behaviour and preferences?
- What is their social online presence? (e.g. Are they a Facebook user)?

By creating an online profile for each customer type, you can find the right strategy to communicate with them in a personal way. This should also increase profits through improved conversion rates.

b) Competitors:

- Who are they?
- What is their digital marketing strategy?
- How effective is their strategy compared to yours?

Effective online customer research can be used to prioritise your tactics in the next step.

c) Market:

Conduct a PESTLE (political, economic, social, technological, legal and environment factors) analysis to determine your industry's status quo.

d) Core competencies:

SWOT (strengths, weaknesses, opportunities and threats) analysis to help you to identify opportunities. Is there an opportunity such as a niche that your competitor's aren't targeting?

2) Tactics

When deciding your tactics, consider how important each channel is to your business. (e.g. Search Engine Marketing (SEM) and Social Media (e.g. Facebook).

The tactics you choose for your digital marketing strategy should tie in with your overall business goals. For example, if one of your business objectives is to increase sales, then you could achieve this by increasing brand awareness.

The tactics you use depend on what best suits your business, your customers and your budget. For example, if you want to generate sales and improve your customer retention and have a limited budget, then social media could be a good tactic for your strategy. NB: This strategy will only work if your ideal customer is a social media user.

When deciding your strategy, most businesses use a mix of the following tactics:

- Email marketing
- Display advertising
- Search Engine Optimization
- Pay Per Click Advertising
- Blogging
- Videos
- Coupons
- Website
- Local search marketing
- Forums
- Mobile marketing
- Mobile apps

You'll also need to consider the 5Ps of marketing when formulating your digital strategy:

Product: Looking for information on products or services is by far the most used internet application by 87% of Australians. By educating consumers about your products early in their purchase cycle not only increases your brand awareness and online reputation, it also builds customer relationships.

Price: Consider your product or service. How can you make it easier, smarter and faster while creating value and building customer loyalty?

Place: Distribution is no longer dictated by location, it's a global market place. Today's intuitive website design options, efficient shipping and delivery networks and online payment facilities have streamlined the way we shop online.

Promotion: Digital marketing can be a more cost effective promotional strategy than traditional. It is more targeted, relevant and can be personalised. Digital promotions include advertising, personal sales, promotion based campaigns and public relations.

People: Digital marketing is the human element of the digitally connected world. This refers to blogs, forums and social media. Social media is word of mouth - on steroids!

Table 1: The table below shows some of the most common tactics and possible outcomes.

Tactic	Outcome				
	Find new customers	Customer retention	Branding	Sales	Participation
Direct mail • Email • SMS/mobile text		✓			
Online advertising: • Search engine results • Email advertising • Social media ads • Google display ads • Video ads • Mobile ads and apps • Local search marketing	✓		✓		
Search Engine Optimisation	✓	✓			
Pay Per Click	✓	✓			
Social Media			✓		✓
PR (online news, blogs and forums and articles)	✓		✓		
Coupons	✓		✓	✓	

3) Measure results

When formulating your on objectives for your plan, you will need to consider the platform, the message and the technology available. These will be the starting point in developing your strategic objectives.

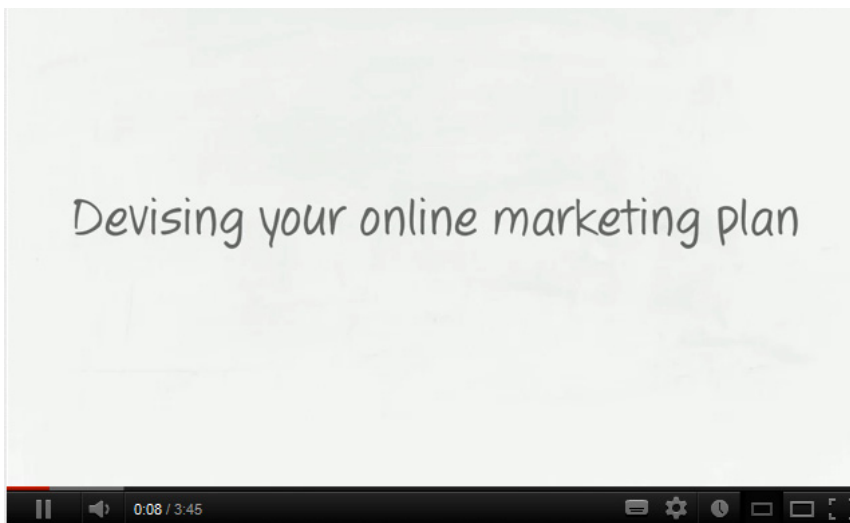
Set SMART objectives that are measurable. For example, if one of your business objectives is to increase sales through your website, your goal could be to run a Pay Per Click campaign over 6 weeks and increase the number of new customer conversions by 15%.

4) Analytics

Once your objectives and key performance indicators are set, you can use measurement tools using Google Analytics to track your campaign's success.

5) Review monthly

Review your results against your plan at least monthly. By keeping your plan current and regularly checking your results, you can adapt your plan as soon as your buyer's behaviour changes and take advantage of new opportunities.



Media	Description	Source
PDF	Build Your Own Online Marketing Plan	Google Learning
HTML Link	Where to advertise – advertising options including advantages and disadvantages of each media	Queensland Government Business Development
PDF	PESTLE and SWOT Template	Wasabi M&D