



## Digital marketing

#infographics to inspire your marketing  
and help planning

v2 Published: May 2012

Content Matrix added



## About the Smart Insights marketing planning infographics

We think *useful* infographics are a great way to share knowledge, whether they summarise trends from statistics or approaches to marketing.

We've developed our infographics to help marketers tackle digital marketing in a more structured way. We know that many companies don't have a [planned approach to making the most of digital marketing](#). This will often mean that the potential for using digital media isn't achieved, not to mention problems of duplication and wasted investment.

Our infographics are intended to help you map, plan and manage your approach while explaining some of the core approaches that make digital marketing successful.

### Tell-us-what you think!

We're always keen to get feedback on our ideas and recommendations. So do contact us or email us [support@smartinsights.com](mailto:support@smartinsights.com) with your ideas on improvements or ideas for other content.

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# About our 7 Steps digital marketing guides

## How will the guides help me?

We've created our 7 Step Guides for Expert members to be your constant companion as you learn, review and improve your approach to digital marketing. We know you're busy and under pressure to get results, so they're written to help you do just that. They take you through the questions you should be asking to improve performance and suggesting the right approaches for you.

Our Ebooks are all created to help you:

- ✔ **Improve results.** A focus on getting the best results from your digital marketing.
- ✔ **Review your current approach.** A unique workbook format helps identify priorities.
- ✔ **Apply analytics.** Integrated advice on using Google Analytics to improve performance.
- ✔ **Learn best practice.** Strategy recommendations and practical tips highlighted throughout.

## Who are the guides written for?

Our Ebooks are designed to help you and your team if you are actively managing digital marketing. They are also packed full of practical advice if you're working hands-on on a company website or campaigns like search, email or social media marketing. This is how our guides are designed to help different types of people map, plan and manage their digital marketing:

- ✔ **Company owners and marketing managers.** We help you create or refine plans so you can invest in the approaches that matter. We help you set goals and put in place a system to measure and improve since all our guides cover how to get more from Google Analytics.
- ✔ **Digital marketing and Ecommerce managers.** We help you drive efficiencies from each of the key digital marketing channels plus your web and social presences through reviewing your approach using our comprehensive workbook templates.
- ✔ **Digital marketing specialists.** Whether you work on social media marketing, SEO, PPC, email marketing or conversion rate optimisation for the website we have a guide to quickly help you review and improve your approach.
- ✔ **Consultants and agencies.** Many consultants and agencies use our guides to check and refine their approach and recommendations to clients on digital marketing. They're also used to help educate team members on the latest digital marketing best practice and techniques.

## Guide features

All our guides include these features to help you improve:

- ✔ Checklists of questions to ask to review your marketing approach
- ✔ Guidance on using Google Analytics to improve performance
- ✔ Colour-coded **definitions**, **key strategy recommendations** and **best practice tips**
- ✔ Diagrams giving frameworks to develop your strategy
- ✔ Lots of examples of best practice through mini case studies and screen captures

## Tell us what you think

Dave Chaffey and team have developed these guides based on working with many types of companies and in training. But improvements are always possible, so we'd be grateful if you could email: [support@smartinsights.com](mailto:support@smartinsights.com) with your comments, good or bad. In particular, we're interested in ideas on improving these guides or for other guides you would find useful. Thanks!

# Marketing Growth Wheel

## What is it? Marketing Growth Wheel

A template summarising a structured approach for digital marketing campaign planning.

View introductory post: [The Marketing Growth Wheel Infographic](#)

## Recommended Guides?

Our [7 Step guide to creating a digital marketing strategy](#) explains each of the 5 processes. Our [digital marketing template and spreadsheets](#) (free to Basic members) give templates for creating a plan.





# MARKETING GROWTH WHEEL



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There's no magic bullet for guaranteed commercial or marketing results, this infographic is designed to help you consider your own process for successful marketing. Tweet your ideas and feedback to us [@smartinsights](https://twitter.com/smartinsights) or visit [www.smartinsights.com](http://www.smartinsights.com), we'd love to hear your thoughts.

# The RACE digital marketing planning framework

## What is it? RACE digital marketing planning framework

This was one of our first infographics, it summarises the main stages and digital marketing activities that need to be managed across the whole of digital marketing.

View introduction post: [RACE - a practical framework to improve your digital marketing](#)

## Recommended Guides?

The RACE framework is used to structure our [7 Step guide to creating a digital marketing strategy](#). We also have an [interactive version](#) shown below that is available on our site where it links to free quick guides on all these topics containing links and stats.



# RACE Digital marketing strategy framework

Reach

Act

Convert

Engage

**Marketplace analysis: How well are we using digital media now?**

Audience and customer analysis

Competitor benchmarking

Online partner analysis

SWOT: own digital marketing review

**Objective setting: Which goals and KPIs should we use?**

Vision and mission setting

Goal setting and evaluation

Google Analytics

Managing digital marketing

**Strategy: How can we achieve our goals?**

Segmentation and targeting

Brand positioning and value proposition

Engagement and content strategy

Integrated multichannel communications strategy

**Tactics: Which digital marketing activities do we optimise?**

## REACH

Acquisition strategy to build awareness off-site and in offline media to drive to web presences

Search Engine Optimisation (SEO)

Pay Per Click

Affiliate and partner marketing

Online advertising

Online PR

Social media marketing

## ACT & CONVERT

Conversion strategy to achieve marketing goals of leads & sales on web presences and offline

Home & site-wide page effectiveness

Landing page design effectiveness

Search and browse page efficiencies

Category and product page efficiencies

Basket and checkout efficiency

Social commerce

## ENGAGE

Retention and growth strategy to build customer and fan relationships to encourage repeat visits and sales.

Content marketing

Enewsletters and promotional emails

E-contact strategy

Customer service & support

Mobile marketing

Social CRM



# RACE content marketing model

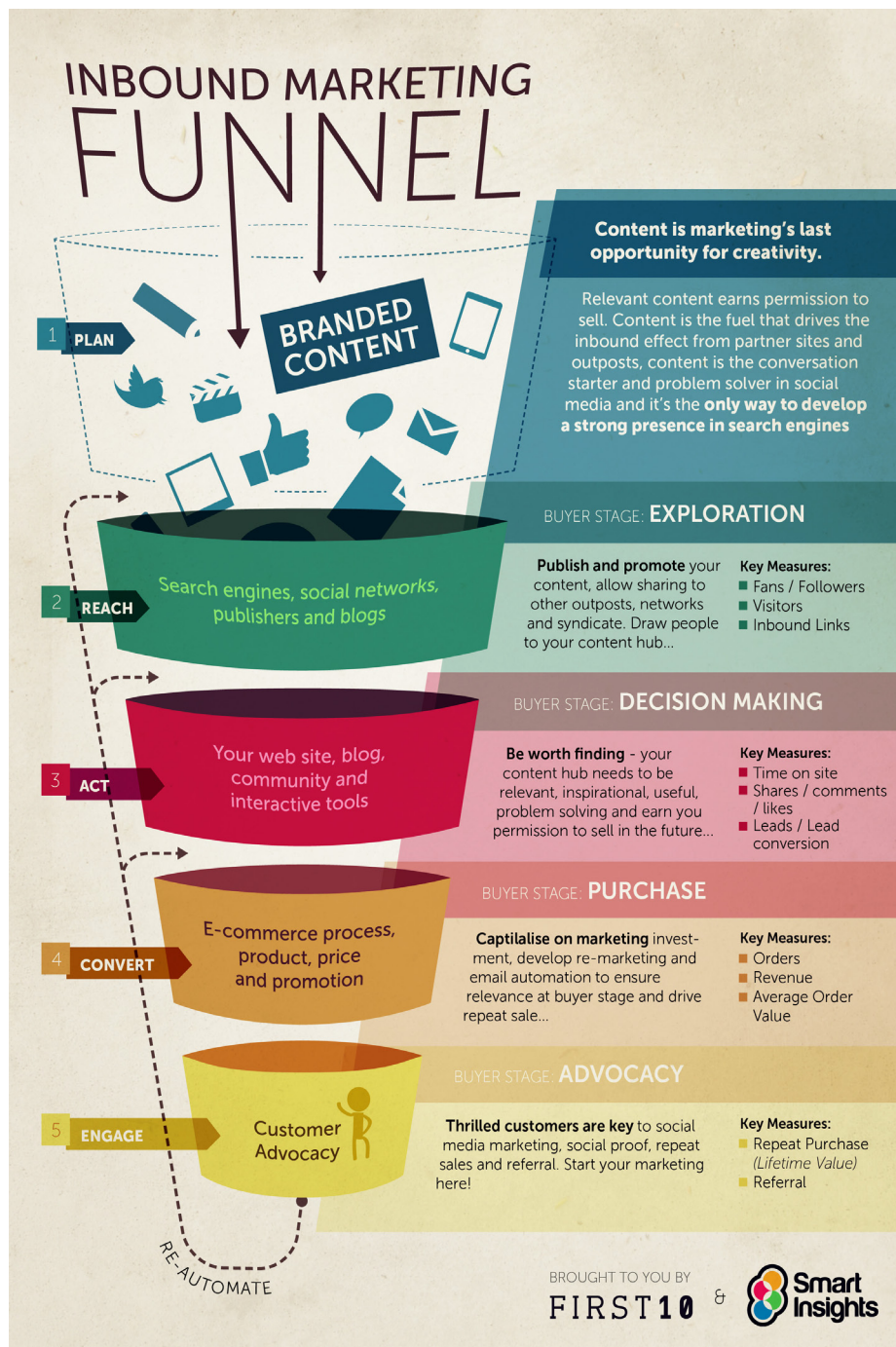
## What is it? PRACE content marketing model

This funnel shows how content marketing combined with social media marketing can be applied across different stages of purchase decision making to help achieve your goals.

View introduction post: [RACE content marketing model](#)

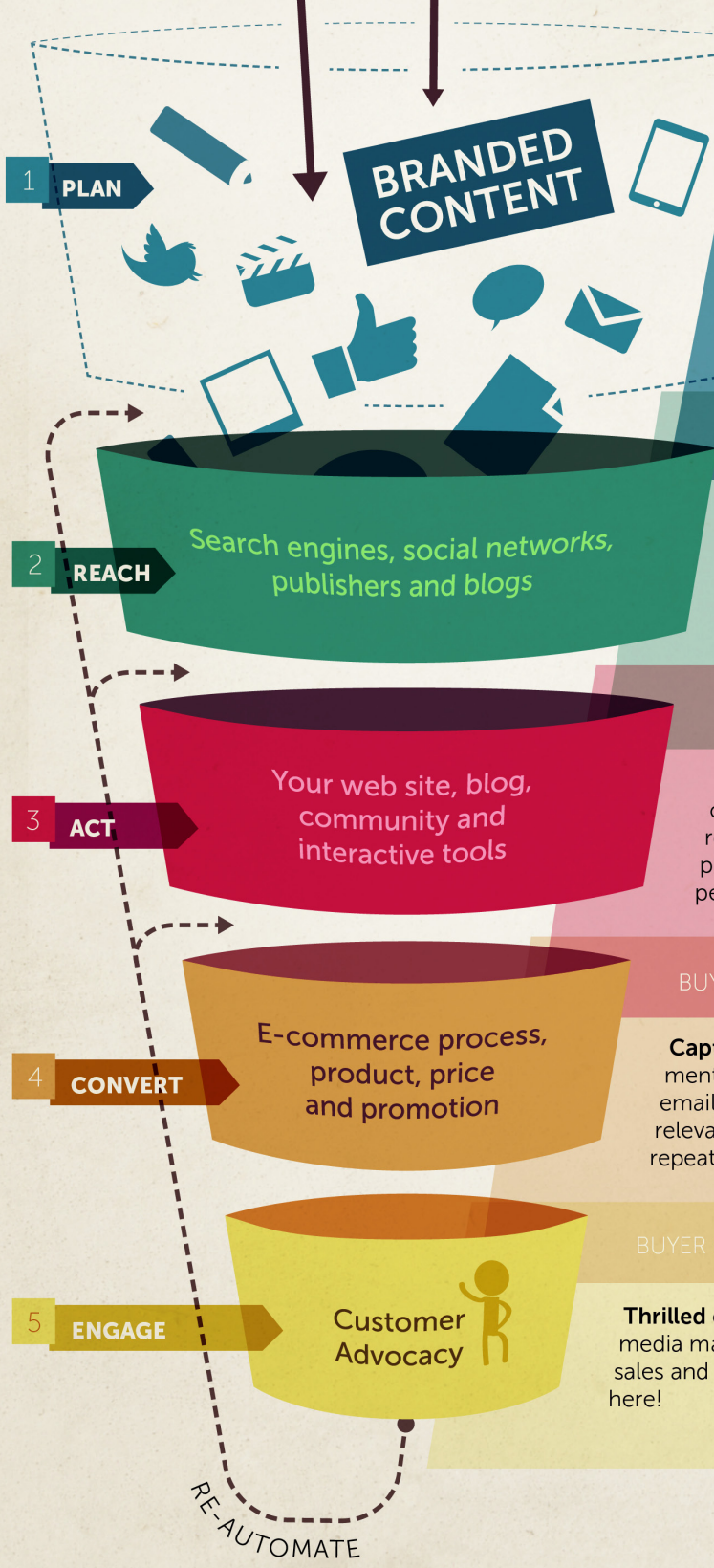
## Recommended Guides?

Our in-depth [7 Steps to content marketing strategy](#) explains how to maximise effectiveness of contact across RACE while our [7 Steps to social media marketing strategy](#) covers how to seed and syndicate content to influencers.





# INBOUND MARKETING FUNNEL



**Content is marketing's last opportunity for creativity.**

Relevant content earns permission to sell. Content is the fuel that drives the inbound effect from partner sites and outposts, content is the conversation starter and problem solver in social media and it's the **only way to develop a strong presence in search engines**

## BUYER STAGE: EXPLORATION

**Publish and promote** your content, allow sharing to other outposts, networks and syndicate. Draw people to your content hub...

### Key Measures:

- Fans / Followers
- Visitors
- Inbound Links

## BUYER STAGE: DECISION MAKING

**Be worth finding** - your content hub needs to be relevant, inspirational, useful, problem solving and earn you permission to sell in the future...

### Key Measures:

- Time on site
- Shares / comments / likes
- Leads / Lead conversion

## BUYER STAGE: PURCHASE

**Capitalize on marketing** investment, develop re-marketing and email automation to ensure relevance at buyer stage and drive repeat sale...

### Key Measures:

- Orders
- Revenue
- Average Order Value

## BUYER STAGE: ADVOCACY

**Thrilled customers are key** to social media marketing, social proof, repeat sales and referral. Start your marketing here!

### Key Measures:

- Repeat Purchase (Lifetime Value)
- Referral

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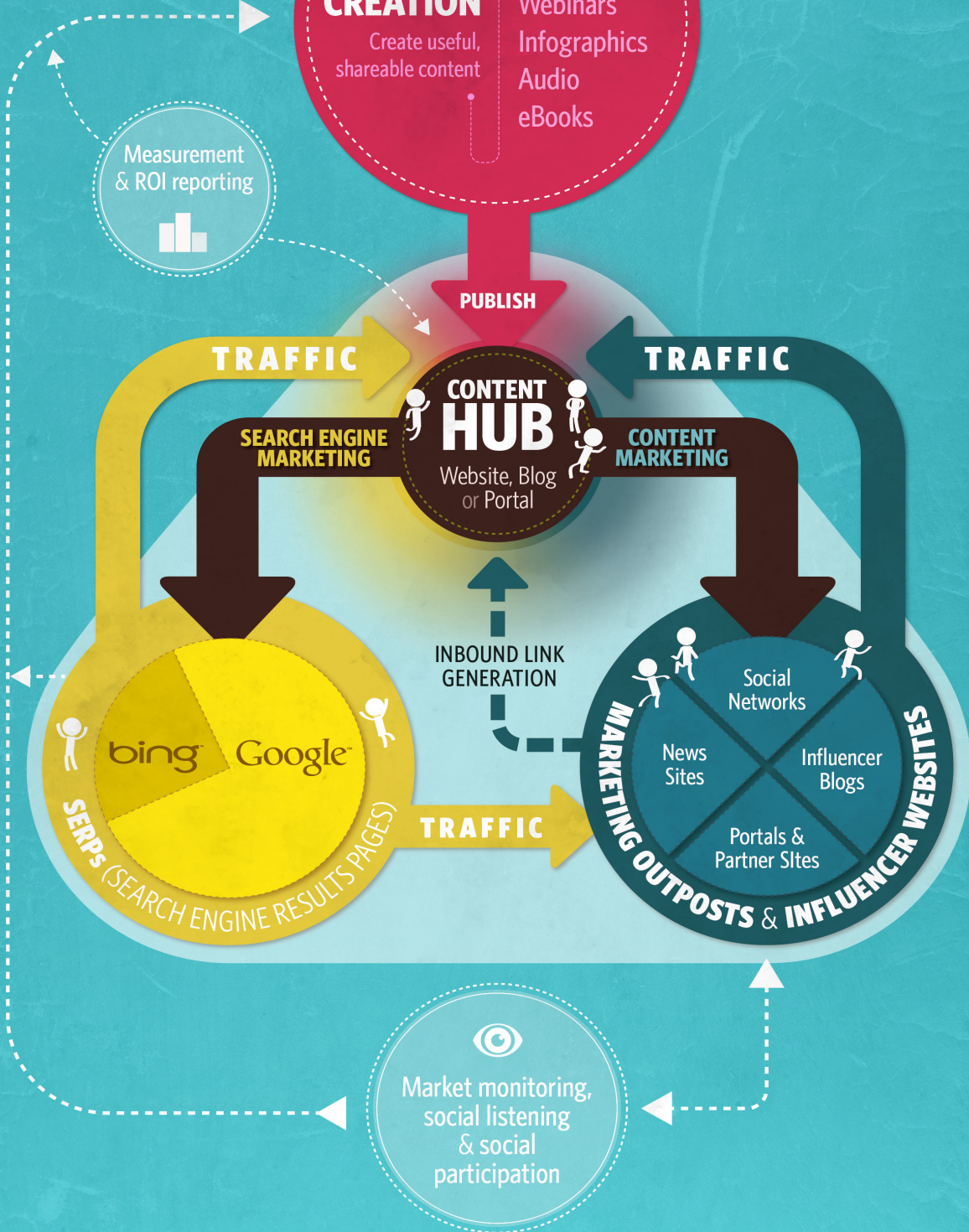






# INBOUND MARKETING

CONTENT, SOCIAL & SEARCH MARKETING



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This infographic is designed to highlight the workflow when planning your inbound marketing programme. It's also useful at highlighting the potential for building your reach or digital footprint via multiple web properties, on and off of your content hub. Tell us what you think and feedback ideas [@smartinsights](https://twitter.com/smartinsights) [#inboundmarketing](https://twitter.com/inboundmarketing) and [www.smartinsights.com](http://www.smartinsights.com)

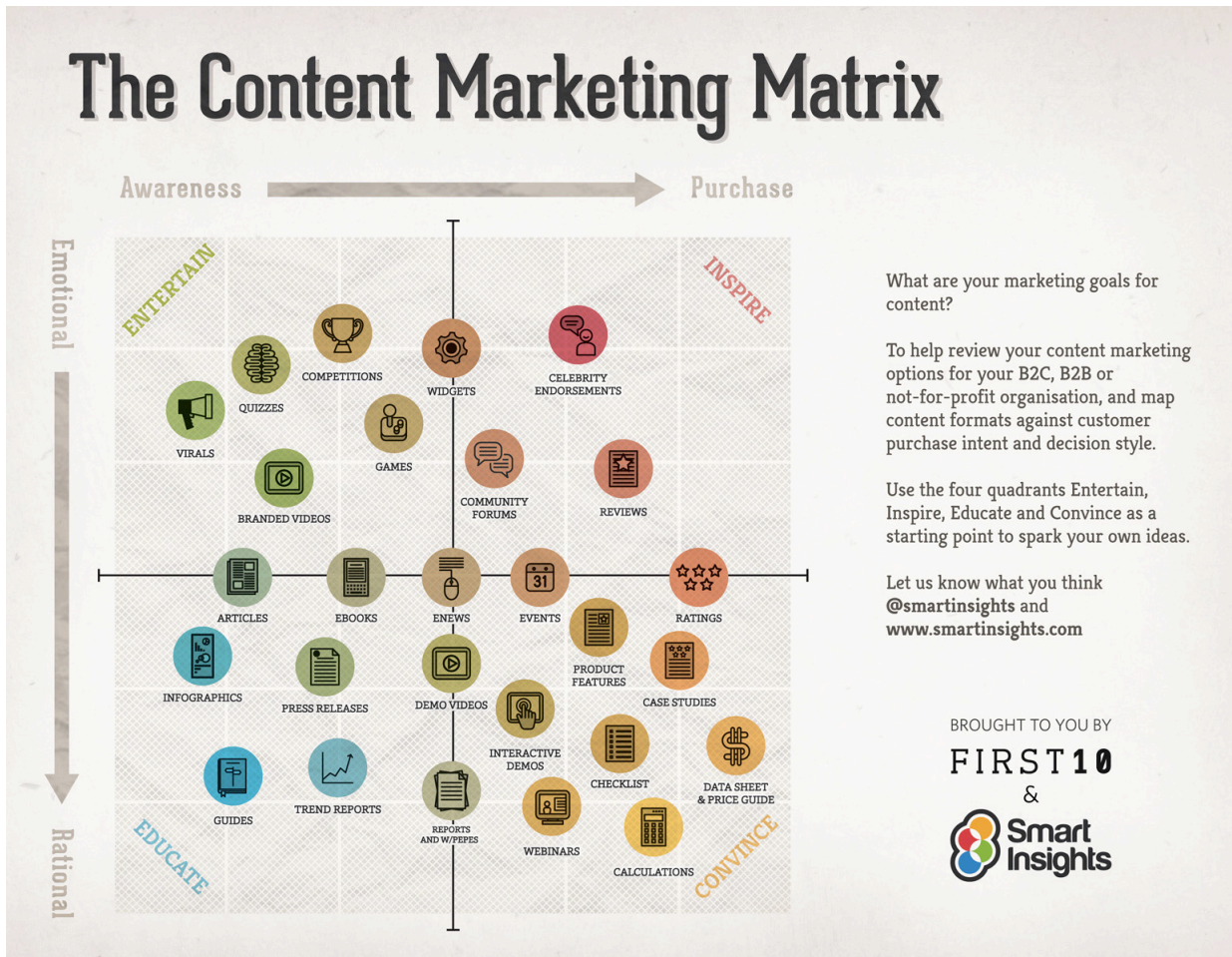


# Content marketing matrix

## What is it? Content marketing matrix

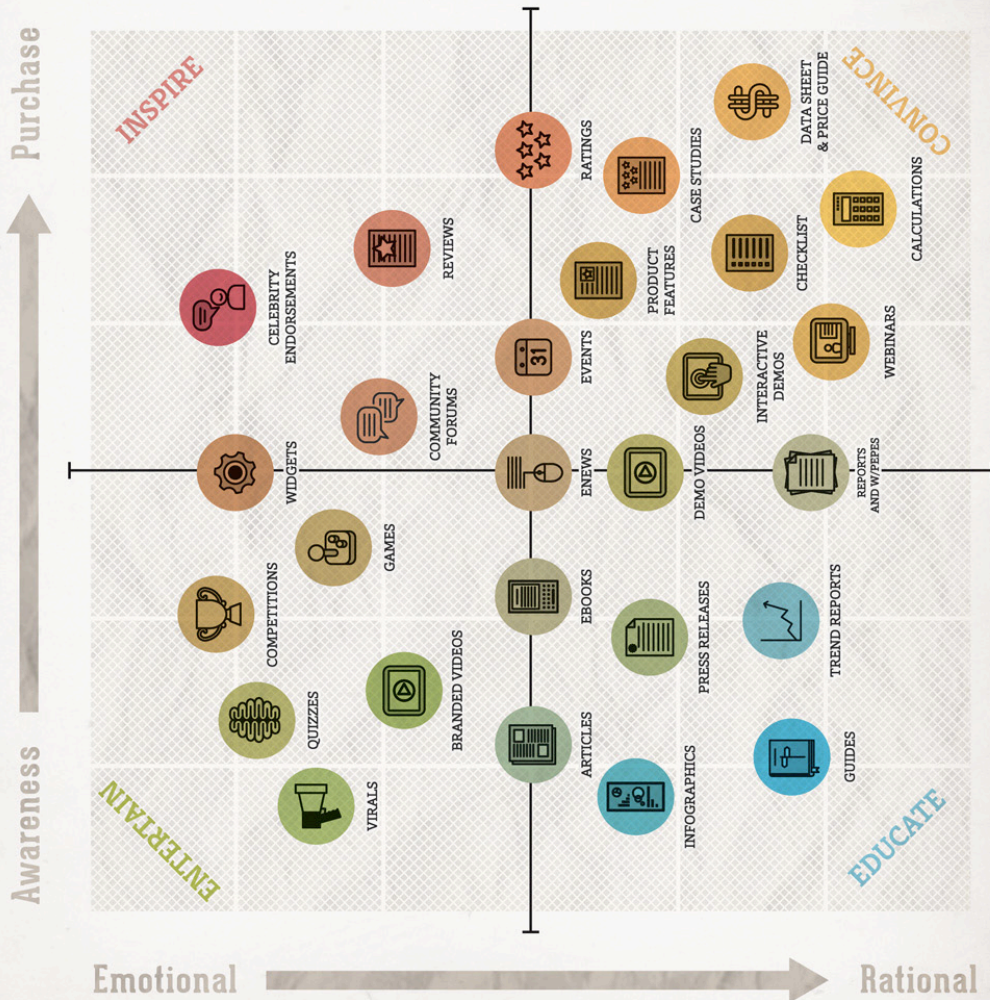
This is a practical tool to help companies and agencies brainstorm the options for content formats to be shared as part of campaigns through social media. These forms of content will also be effective for online PR and SEO too, so involve everyone who is relevant!

View introduction post: [The content marketing matrix](#)





# The Content Marketing Matrix



What are your marketing goals for content?

To help review your content marketing options for your B2C, B2B or not-for-profit organisation, and map content formats against customer purchase intent and decision style.

Use the four quadrants Entertain, Inspire, Educate and Convince as a starting point to spark your own ideas.

Let us know what you think  
@smartinsights and  
www.smartinsights.com

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# Social media marketing radar

## What is it? Social media marketing radar

You need to prioritise to get the most from different forms of social media presence. The Radar is used to help discuss where your priorities for resourcing lie.

View introduction post: [Social media marketing radar](#)

## Recommended Guides?

Our in-depth [7 Steps to content marketing strategy](#) explains how to maximise effectiveness of contact across RACE while our [7 Steps to social media marketing strategy](#) covers how to seed and syndicate content to influencers.

