



media and
communications

8M's FREE Digital Marketing Plan Valued at A\$247.00

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Welcome

Congratulations on downloading your FREE Digital Marketing Plan. You have taken the first step to developing a marketing plan for your web site.

8M Media & Communications produce a free fortnightly e-newsletter called *Media Motivators*. The goal of the newsletter is to share with you our knowledge, experience and expertise; to deliver ideas, tips and practical solutions to media, marketing and management issues. To subscribe to *Media Motivators* simply visit our website at www.8mmedia.com or keep up to date at our blog www.8mmedia.blogspot.com.

Welcome to this *Digital Marketing Plan* and good luck with developing a winning Digital Marketing Plan for your business.



Thomas A.C. Murrell MBA
Managing Director
8M Media & Communications



Digital Marketing Audit - Your Guide to Developing a Winning Digital Marketing Plan.

The objective of this audit is to develop a draft digital marketing plan. Work through this marketing audit by answering the following questions in your own time. Use it to clarify your ideas and develop a focused web-marketing plan.

MISSION, MARKET SEGMENT & PRODUCTS

1. What is purpose of your digital marketing? Educate, Inform, e-commerce?

2. Who do you want to attract? Describe them in terms of:

Age and Gender	
Occupation	
Income	
Education	
Internet competency levels	
Values and beliefs	

3. What type of products/services are offered?

4. What additional products/services could you offer?



External (Macro) Environment - WHAT ARE THE DRIVERS OF CHANGE?

HOW STEEP IS THE PATH TO SUCCESS?

5. **S**ocial & Cultural Factors? Age structure, family structure, ethnic background, values, perceptions, preferences & behaviour impacting on people accessing & using information online?

6. **T**echnological? What are the technological factors? Speed of accessibility.

7. **E**nvironmental? Are there any environmental trends influencing your e-marketing activities?

8. **E**conomic? Population size, population shifts & distribution, education, occupation, income, consumer spending patterns & habits? How are these affecting your e-marketing?

9. **P**olitical & Legal? Legislation, public interest groups.



SWOT ANALYSIS

10. What are your e-marketing **S**trengths?

11. What are your e-marketing **W**eaknesses?

12. What are the **O**pportunities for your e-marketing?

13. What are the **T**hreats to your e-marketing?



COMPETITIVE ANALYSIS

14. Who are your competitors?

15. What e-marketing strategies do they employ?

16. What is Your e-marketing Competitive Point of Difference?

17. What statement best describes your website/ e-marketing?



MARKETING COMMUNICATIONS

18. What are your promotional goals for your e-marketing?

19. Who is your target audience?

20. What are the best channels of communication to reach them? Twitter,LinkedIn

21. What are your e-marketing/websites' features?

22. What are the advantages of your e-marketing/website over competitors?



23. What are the benefits to customers of your e-marketing/website?

24. What evidence do you have?

25. What proof do you have?

26. How would you measure the success of your e-marketing/website?



E- Marketing

27. What ideas, strategies & tactics will be most effective in attracting an audience to your e-marketing/website?

28. How will you build an online relationship with clients and prospects?

29. How can you increase the “stickiness” of your e-marketing/website?



PRICE

30. Should you be a price leader or price follower in ecommerce activities?

31. What is your forecast for demand for online sales?

32. What is the perceived value of your product/service?

33. How will you charge for your web based products or services?

34. What is the budget for your web-marketing plan?

