

Digital Marketing Plan

This section addresses the key stages and components of a digital marketing plan, starting with strategy, through digital marketing channels and tools, and finally measurement and analysis of the digital marketing strategy.

1. Digital Marketing Strategy

A strategy is an essential step for successfully implementing a digital marketing plan. It involves defining the organization's activities within its environment, setting the company's goals and objectives, and determining the appropriate digital channels.

1.1 Organizational Activity and Environmental Analysis

To develop a marketing plan, it is necessary to define the company's identity and assess its development within its environment. Today, this environment is increasingly digitalized, offering opportunities and potential risks. By leveraging information gathered from the digital world, a company can analyze its current position, which aids in defining future strategies.

1.1.1 Presenting Organizational Activity

The three main dimensions for presenting an effective overview of the organization are:

- **Mission:** The mission defines the primary purpose of the organization, why it exists, and its core values. It answers: Who are we? Why does the company exist? What do we aim to provide to the market?
- **Vision:** The vision is a forward-looking statement shared internally and externally, describing the organization's future aspirations in an ambitious manner.
- **Values:** Values are central to organizational life, grounded in the company's history, development, strategies, and decision-making processes.

1.1.2 Environmental Analysis

After describing the company's activity, conducting a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) is crucial to determine its position in the sector. Experts recommend two types of analysis: internal and external.

- **Internal Analysis:** Assesses the organization's strengths and weaknesses, strategies, processes, and internal operations.
- **External Analysis:** Identifies opportunities and threats in the company's environment through factors such as political, economic, social, technological, environmental, and legal considerations (PESTEL model).

In the digital environment, focus is given to:

- **Online Presence:** Evaluating online presence is essential for organizing a digital marketing strategy. Companies must identify online mentions of their brand, gather related messages, and assess their quality. It is also crucial to evaluate the organization's digital maturity to ensure consistency across various tools.
- **Target Audience:** Defining and segmenting the target audience ensures precise messaging for each channel. Companies should first define the overall audience (e.g., existing customers, potential customers) and then create sub-segments for targeted objectives (e.g., active potential customers, inactive potential customers).

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1.2 Goals and Objectives

The digital marketing strategy should support the organization's overarching goals. Objectives are the means to reach the company's long-term aims.

- **Objectives** tend to be long-term and align with the organization's vision. They should adhere to the Rs4 framework:
 - **Relevant:** Objectives should align with the vision and actionable initiatives.
 - **Resonant:** Objectives should harmonize with the company's timeline, goals, and values.
 - **Responsive:** Objectives must be flexible to adapt to changes.
 - **Recognizable:** Objectives should be clear to all members of the organization.
- **SMART Goals:** Objectives should follow the SMART criteria:
 - **Specific:** Clearly defined and understandable.
 - **Measurable:** Quantifiable through trackable metrics.
 - **Achievable:** Realistic within available resources and timeframe.
 - **Relevant:** Related to the company's overall strategy and vision.
 - **Timed:** Defined within a clear timeframe.

2. Digital Marketing Channels

2.1 Media Classification

Effective consumer communication requires organizing digital media practices. The **POEM model** (Paid, Owned, Earned Media) classifies media exposure into:

- **Paid Media:** Paid external exposure including:
 - Search engine ads (e.g., Google Ads)
 - Display ads on websites or apps
 - Social media ads (e.g., Facebook, Instagram, Twitter)
- **Earned Media:** Free media coverage not controlled by the company, including:
 - Press coverage and interviews
 - Customer reviews or influencer mentions
 - Organic social shares
- **Shared Media:** User-shared content on social platforms, allowing brands to reach audiences via user engagement, e.g., social posts, videos, images, and articles.
- **Owned Media:** Media directly controlled by the brand, such as the website, mobile apps, or newsletters.

2.2 Digital Marketing Tools

The main digital marketing tools include:

- Website
- Email marketing
- Social media platforms
- Mobile marketing

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3. Measuring Digital Marketing Performance

Measuring performance ensures the strategy positively impacts the company. Key steps include collecting and analyzing data and defining **KPIs** aligned with the customer journey. Metrics are divided into four main categories: website performance, traffic measurement, conversion measurement, and loyalty measurement.

3.1 KPIs for Each Channel

A. Website Performance:

- Visits: Tracks site traffic and marketing campaign effectiveness.
- Bounce Rate: Indicates content quality; under 50% is generally good.
- Time on Site: Measures user engagement and content relevance.
- Conversion Rate: Tracks actions like sign-ups, purchases, or inquiries.
- Traffic Source: Identifies channels bringing visitors to optimize marketing.

B. Email Marketing:

- Open Rate: Percentage of recipients who open emails.
- Engagement Rate: Interaction within the first 24 hours.
- Click-Through Rate (CTR): Measures link clicks inside emails.
- Bounce Rate: Soft (temporary) or hard (invalid emails).
- Unsubscribe Rate: Indicates content relevance and frequency impact.

C. Social Media Marketing:

- Engagement: Likes, comments, shares
- Reach: Number of people exposed to content
- Engagement Rate: Percentage reflecting interaction vs. exposure
- Community Growth: New followers or fans
- Post Frequency: Volume of posts in relation to engagement

D. Mobile Marketing:

- App Downloads: Number of first-time installations
- SMS/MMS Deliveries: Messages successfully sent
- Unsubscribes: App uninstallations or SMS opt-outs
- Reopening Rate: Users returning after first use
- Conversion Rate: Percentage taking desired action
- Growth Rate: Active users vs. total installs/subscribers

By monitoring these KPIs, brands can optimize strategies, increase engagement, and enhance customer retention.