

WELCOME

DAY 97/100

DIGITAL MASTERY CHALLENGE

DATE: OCTOBER 27, 2020, TUESDAY

TIME: 06:00 PM (AST)

LIVE FROM DOHA, QATAR



DIGITAL MARKETING STRATEGY AND PLANNING

A decorative graphic consisting of several overlapping hexagons in various colors (blue, yellow, green, purple, red, light blue). Each hexagon contains a white icon related to digital marketing or technology, such as a pie chart, a smartphone, a padlock, a gear, a bar chart, and a person silhouette. The entire graphic is set against a light blue rectangular background.



STRATEGY AND PLANNING

- MARKETING
- TARGET
- SKILLS



LET'S
MAKE A
DIGITAL
MARKETING
CAKE



**LET'S
MAKE A
DIGITAL
MARKETING
CAKE**



*You have all the ingredients
lined up and ready to go!*

Now let's put them all into the strategy bowl and mix it together with your planning spoon





**After some time baking in the oven,
you will have a successful campaign!**

A successful digital marketing campaign is one that uses the most appropriate channels



to achieve the maximum impact—

AFTER THIS SESSION

You will be able to recognize the most suitable channels for a particular campaign, how to cost and resource your plan appropriately, and how to set and align business objectives with tight implementation plans and well-considered tactical solutions.

FOUR-STEP STRATEGY AND PLANNING PROCESS



STEP 1:
APPROACH

1.APROACH

2.AUDIENCE

4.ANALYSIS

3.ACTIVITIES



~~UN~~PREPARED



The most important thing to remember about the strategy and planning process is that you must always be prepared



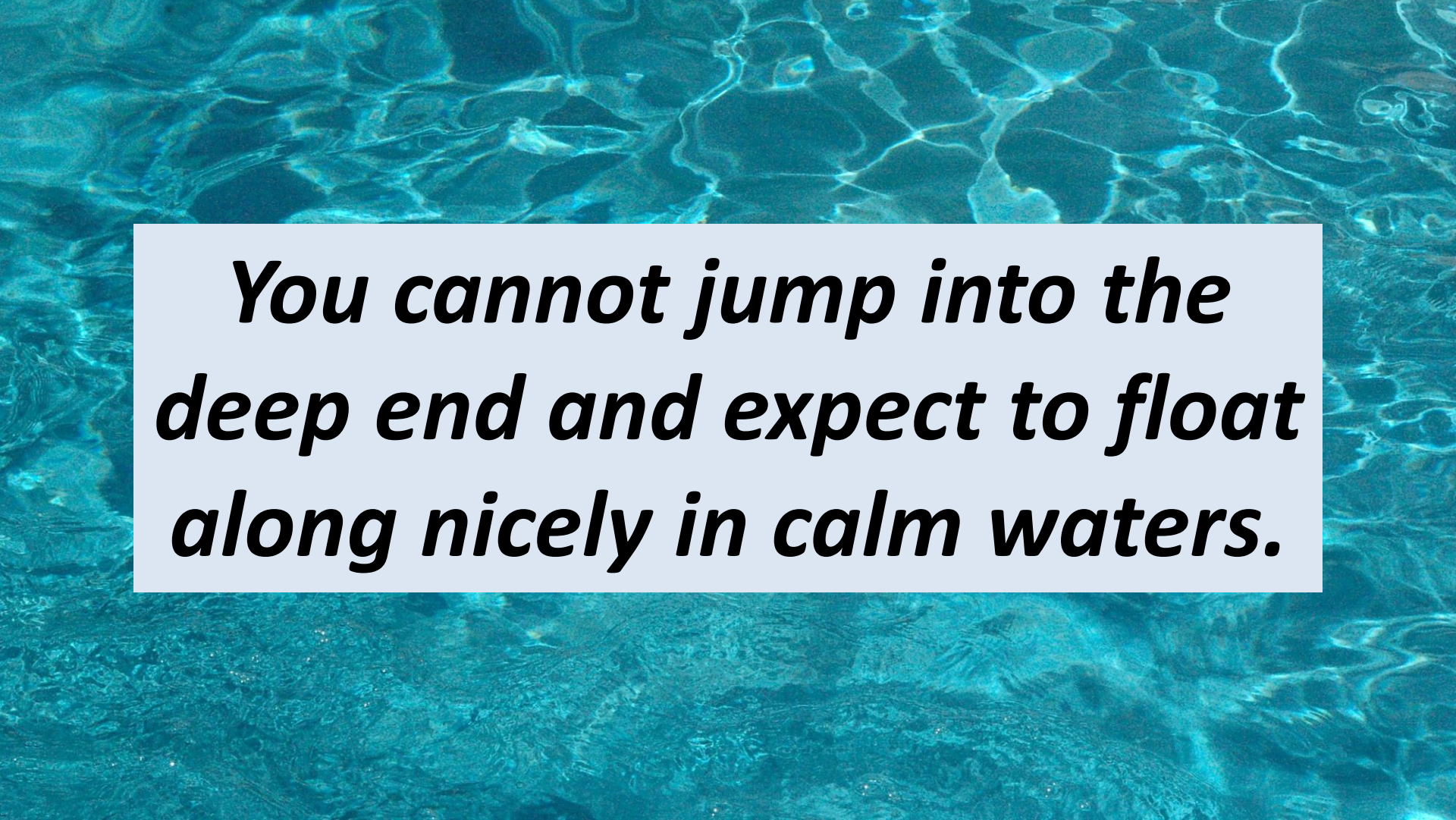
**so when it comes to planning a digital marketing campaign
you should never take the plunge unprepared.**

**You've mastered
every digital
marketing tool
you need to get
started on your
digital marketing
journey**



But—and this is a big but





***You cannot jump into the
deep end and expect to float
along nicely in calm waters.***



**There are sharks in the
ocean—and they bite!**

You must always be prepared





STRUCTURE THE PLAN
— *Before You Paint the
Picture, Frame It*



*Figuring out a clear structure to
your **DIGITAL MARKETING PLAN***

So that you can quickly assess your activities and capabilities.





The biggest advantage to digital marketing over traditional marketing is that you do not have to commit to a set budget or stick to one particular channel.

TRADITIONAL MARKETING



In traditional marketing, everything must be decided all at once

A hand in a dark suit jacket is shown interacting with a futuristic, glowing digital interface. The interface features various icons and data points, with a bright light emanating from the point of contact. The background is a soft, greenish glow with faint geometric lines.

DIGITAL MARKETING

whereas your digital marketing strategy and plan is more fluid and can evolve over the course of the campaign

There are **FOUR MAIN FACTORS** to keep in mind at the start of your planning process:





1. STRUCTURE

Use available funds wisely and carry out a small test campaign with an equally small budget:





***You don't have to commit to anything
unless you can be sure that it works.***

The image features four stacks of gold coins of varying heights, arranged in a diagonal line from the top-left towards the bottom-right. The coins are resting on a document that appears to be a budget or financial report. The document contains a line graph with multiple data series, a legend, and a table with columns labeled 'Year' and 'High'. The overall lighting is warm and yellowish, creating a professional and financial atmosphere.

2. BUDGET

Again, it's best to start small and perform small tests.



***When you see
that a particular
method is
working, increase
the budget***



3.CALENDAR



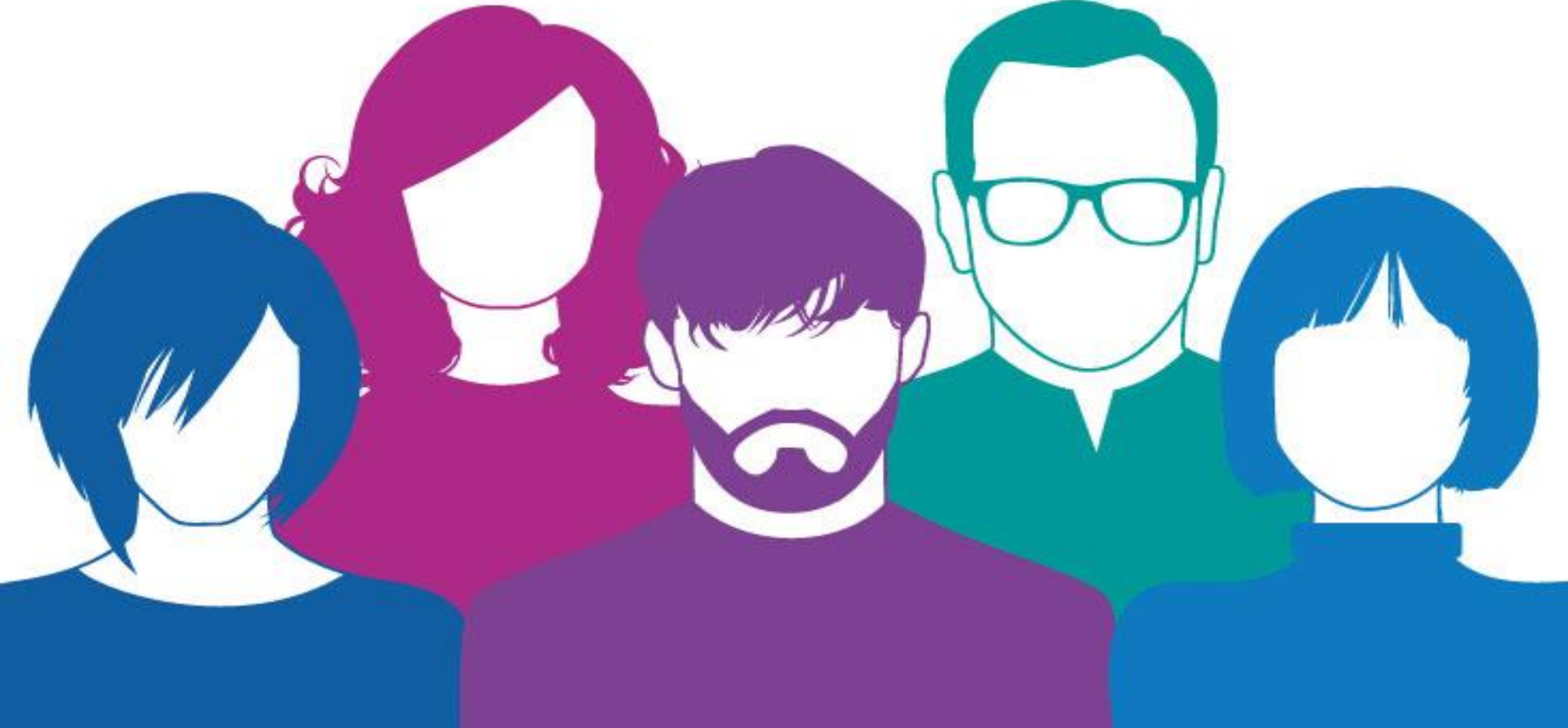


Your calendar should be totally organic, with no specific end point.



This rolling calendar approach can help you track the success of each test.

4. PERSONNEL(PEOPLE EMPLOYED IN)

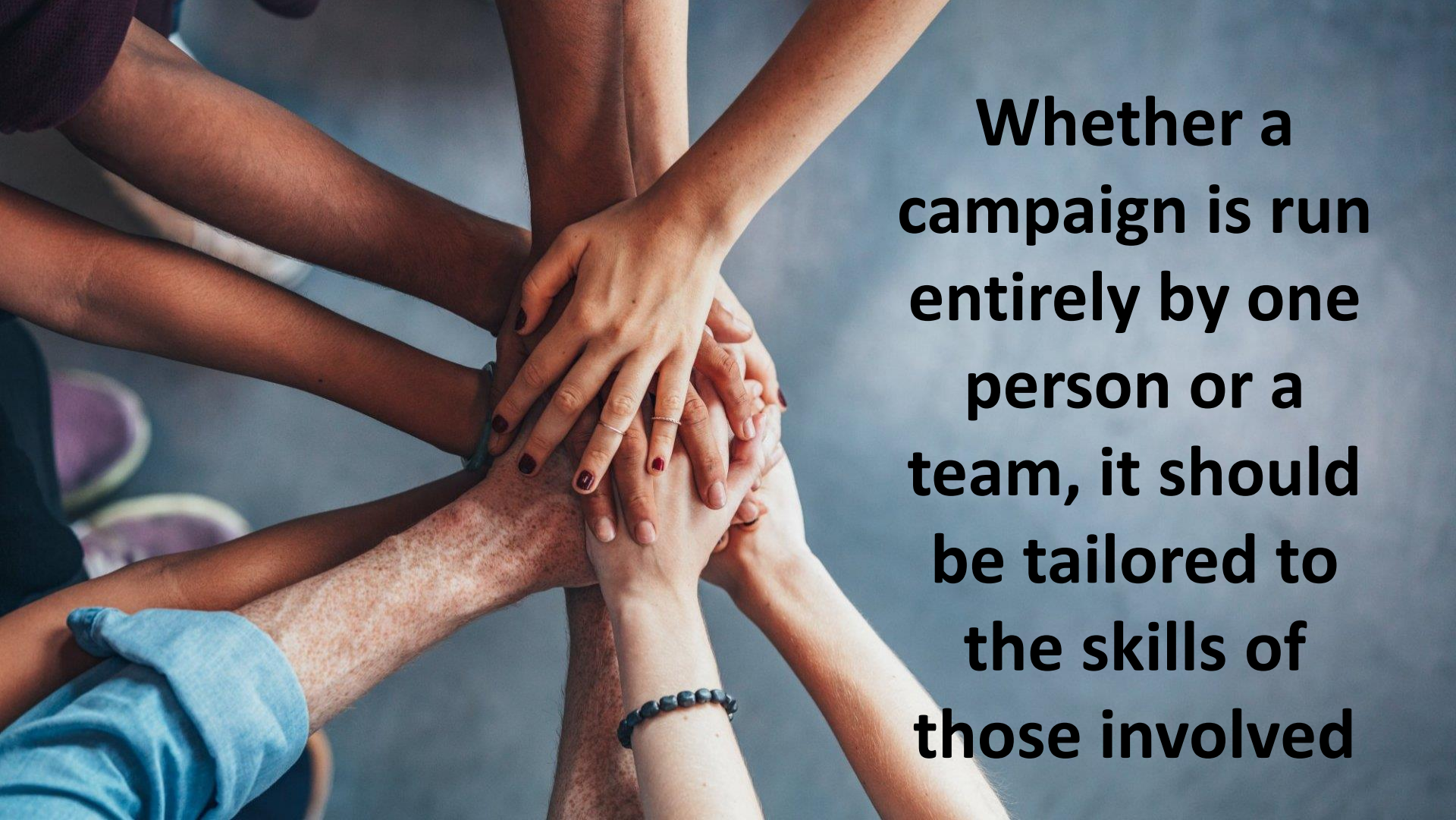


A person in silhouette stands on the left, looking across a body of water towards a city skyline in the distance. The sky is filled with dramatic, golden-hued clouds, suggesting a sunrise or sunset. The text is overlaid on the right side of the image.

***Once it reach you
cannot do everything.***



So this is the time to choose your team members. so this is the time to choose your team members.



Whether a campaign is run entirely by one person or a team, it should be tailored to the skills of those involved



To the budget, and to what you see is actually working from the tests you run in this early stage





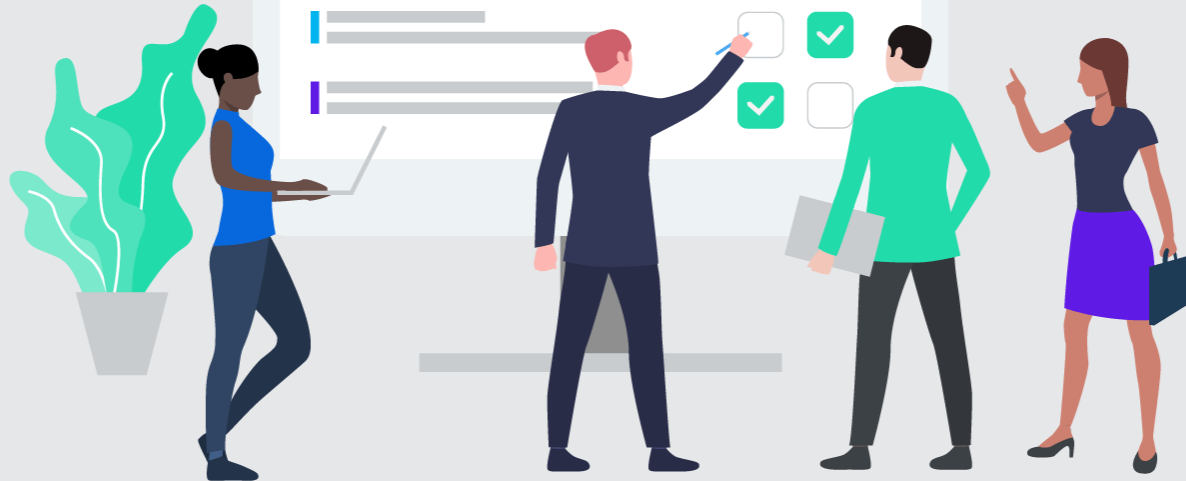
THE CUSTOMER



is always...First



A brilliant plan is wasted if the right people don't engage with it





*To really make the most of what you have got, you must start with the customer and work out towards your **DIGITAL STRATEGY.***

Here is where the
31 PRINCIPLES *come into play.*

1

2

3



INITIATE

**THINK ABOUT YOUR
CUSTOMERS:**

*Figure out what they are
looking for by looking at
their online behavior*

A man in a dark suit and white shirt is walking away from the camera, carrying a black briefcase. He is positioned in the lower-left foreground. The background is a complex digital landscape with a blue and white color scheme. It features a large, semi-transparent world map, various data charts (line graphs, bar charts), and network diagrams. The overall atmosphere is one of modern technology and business. The word "ITERATE" is prominently displayed in large, bold, black letters in the upper right quadrant.

ITERATE

Continuously carry out small tests and try new approaches to determine what method works best for your audience.



INTEGRATE

*Use lots of different
channels coherently.*



GETTING TO KNOW YOU



Combining Traditional and Digital Research Strategies

Social listening is simply the act of tuning into a conversation to get a better grip on what people are most interested or uninterested in.



For example, you could follow a specific page



on Facebook or a particular Twitter hashtag.

For a more transparent way of gathering audience information, polls, questionnaires, and surveys are good ways of getting to know customers' likes or dislikes



Perhaps the easiest ways to get basic information on audiences is through the analytic features found on websites and social media platforms such as Facebook and Twitter.

A central graphic featuring a white envelope with a light blue letter inside, set against a dark teal background. The letter has four horizontal lines representing text. Surrounding this central icon are several faint, light blue outlines of envelopes, some with curved lines indicating motion or a cycle.

**Most email marketing tools
also have analytics packages.**

DIGITAL MARKETING PLAN: STRUCTURE



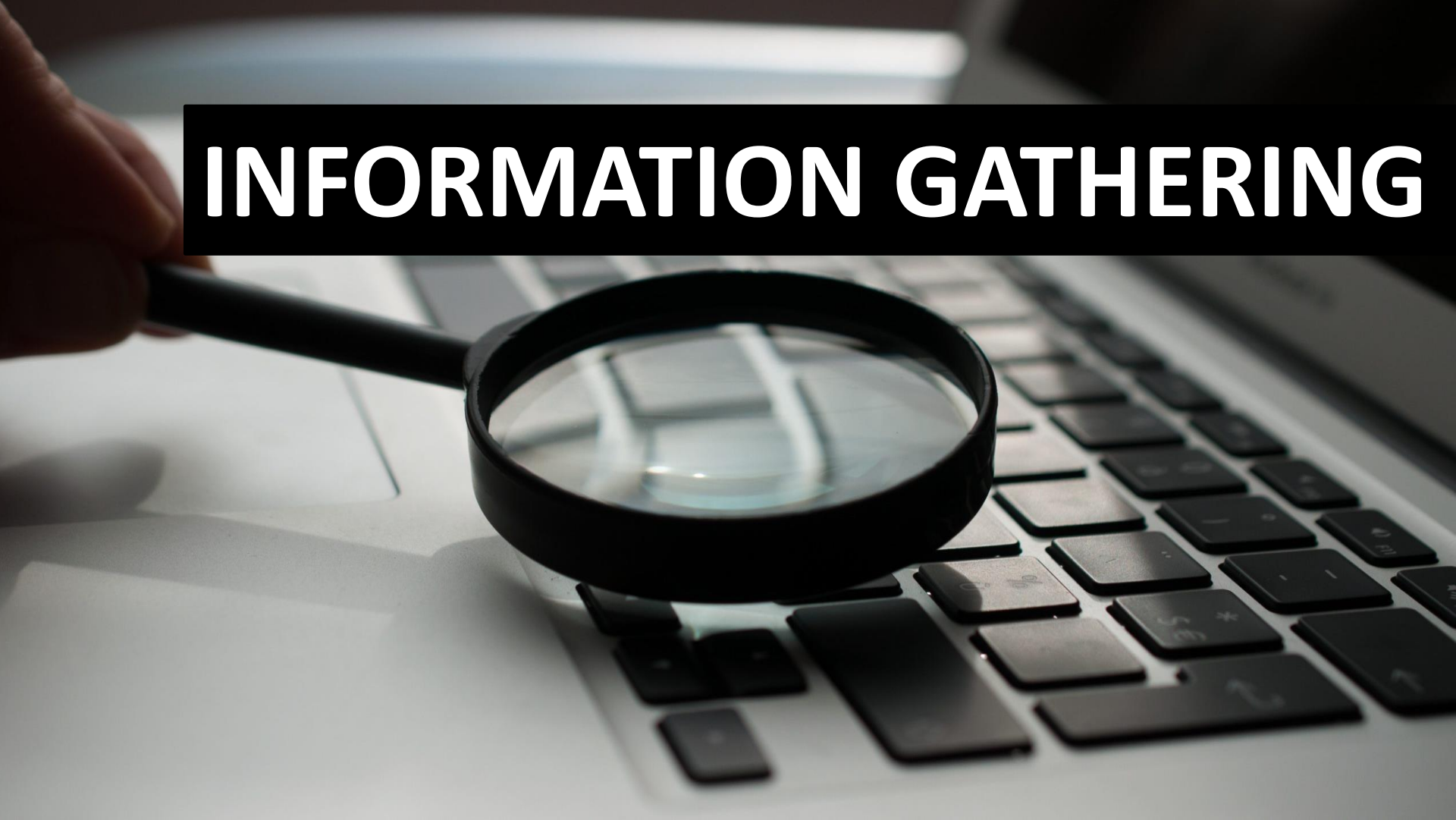
A DIGITAL MARKETING PLAN SHOULD INCLUDE THE FOLLOWING ELEMENTS:





SITUATION ANALYSIS

INFORMATION GATHERING



AUDIENCE DEFINITION



BUSINESS



OBJECTIVES

DIGITAL TOOLS





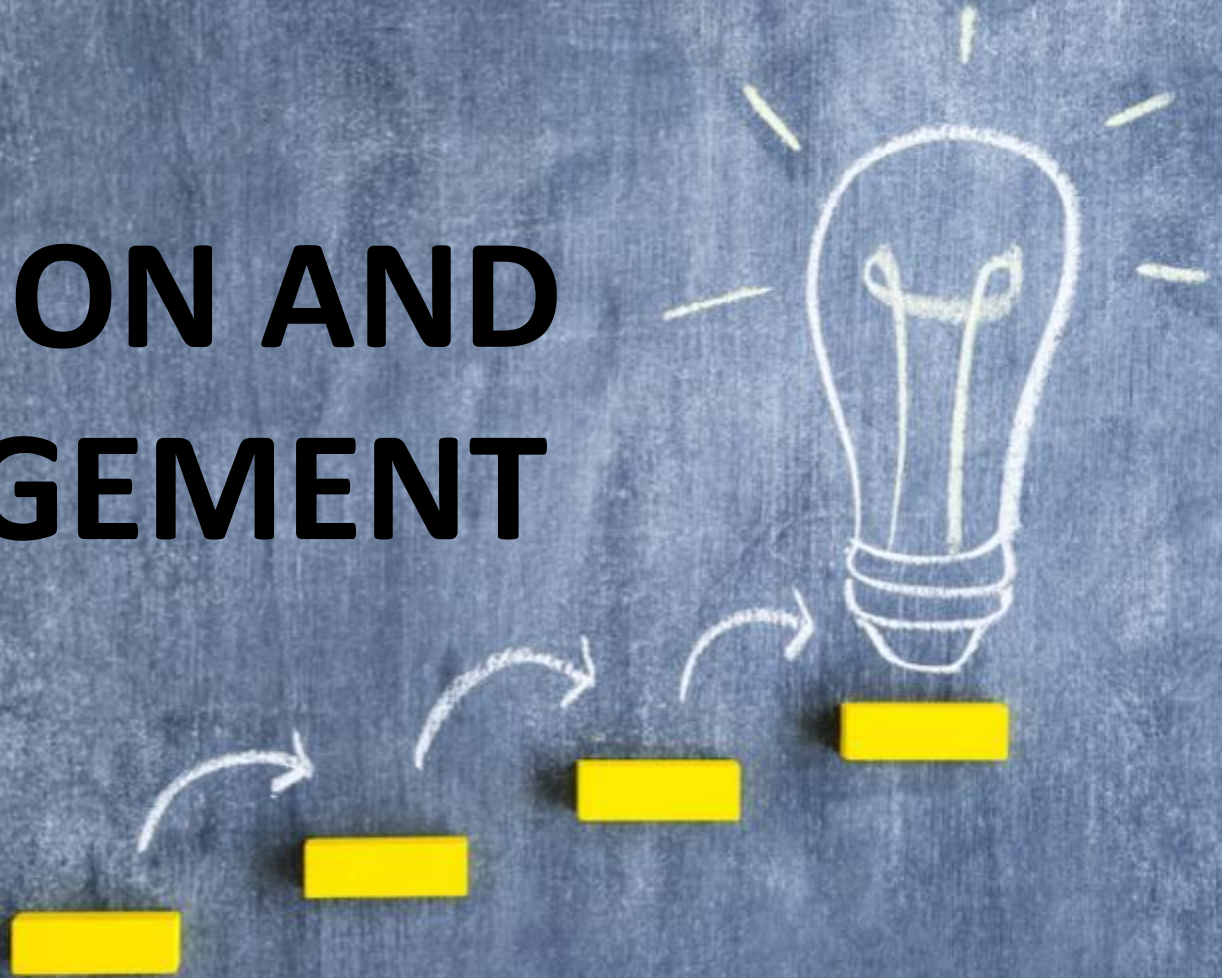
ACTION

PLAN



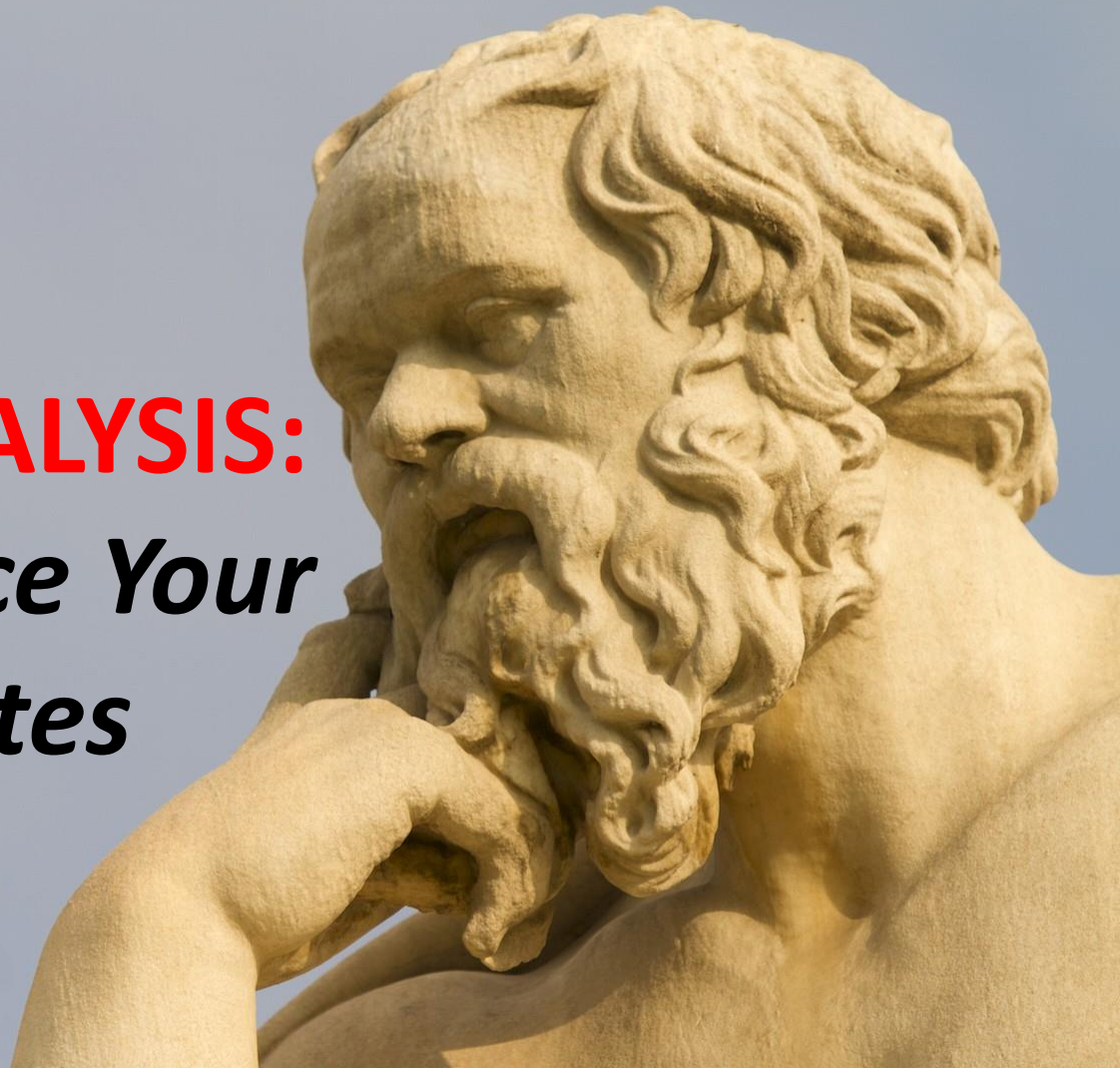
BUDGET MEASUREMENT

ITERATION AND MANAGEMENT



SITUATION ANALYSIS:

*Time to Embrace Your
Inner Socrates*



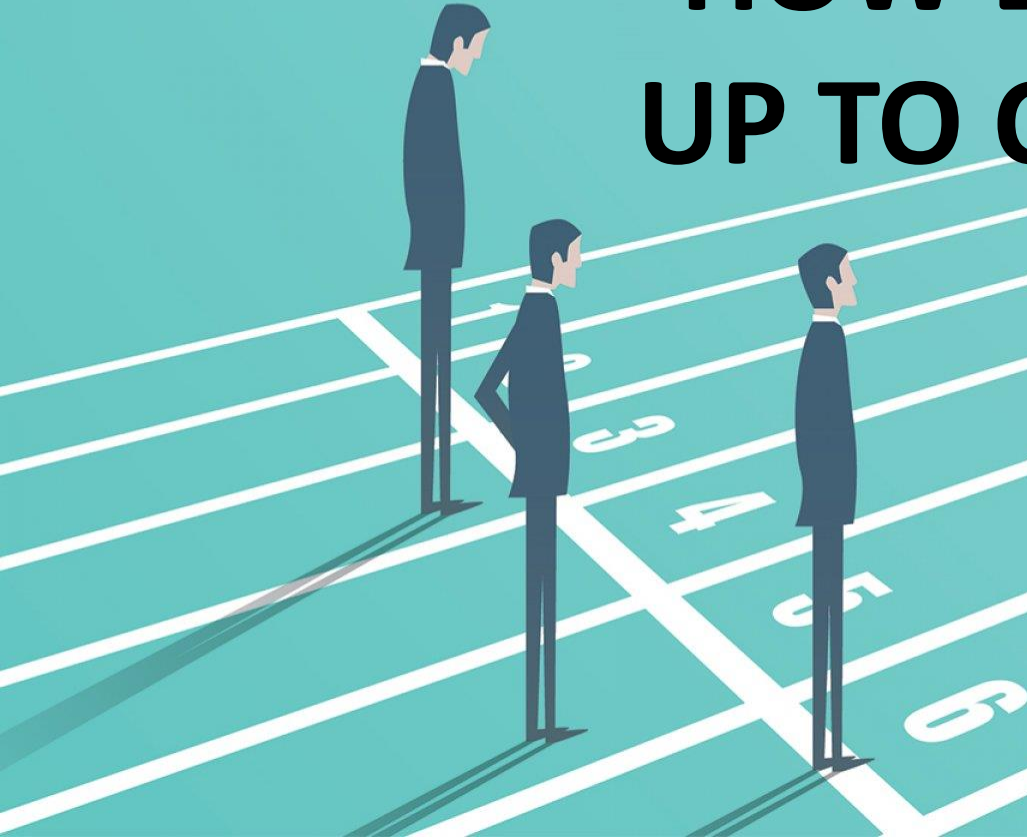
**You should ask
these
questions —
*and know the
answers!***



A blurred landscape featuring mountains in the background and trees in the foreground. The scene is bathed in warm, golden light, suggesting a sunrise or sunset. The text is centered over the image.

**WHERE
AM I NOW?**

HOW DO I MEASURE UP TO COMPETITORS?





***How
effective
have I been
so far?***

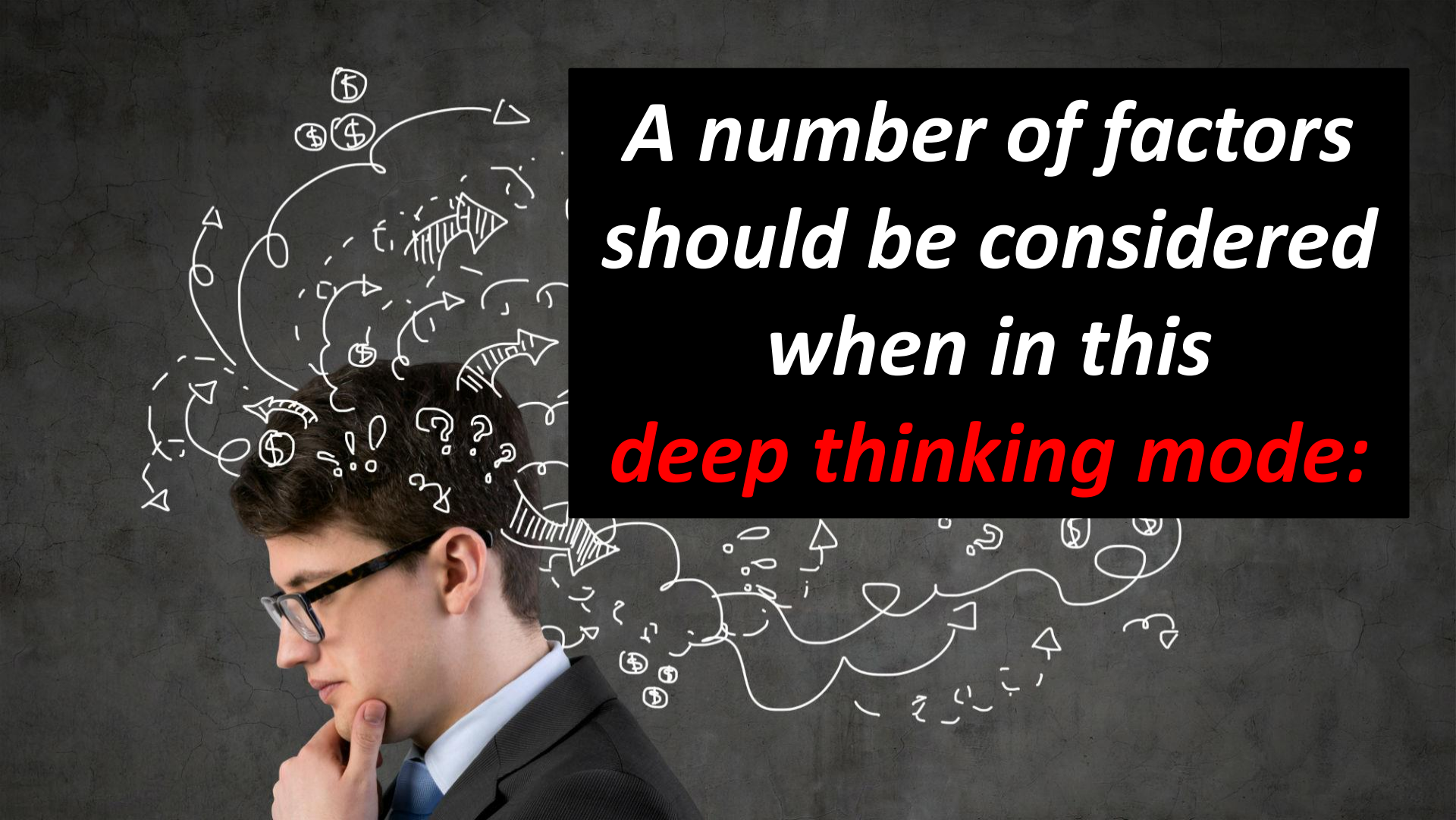
WHAT ARE MY MAIN STRENGTHS AND WEAKNESSES?



Strength/Weakness

HOW SUCCESSFUL HAVE PREVIOUS ACTIVITIES BEEN?



A man in a dark suit, white shirt, and blue tie is shown in profile, looking down and resting his chin on his hand in a thoughtful pose. The background is a dark, textured grey. Overlaid on the background are various white hand-drawn symbols and lines, including dollar signs (\$), question marks (?), exclamation marks (!), and arrows of various shapes and sizes, suggesting a complex thought process or business analysis.

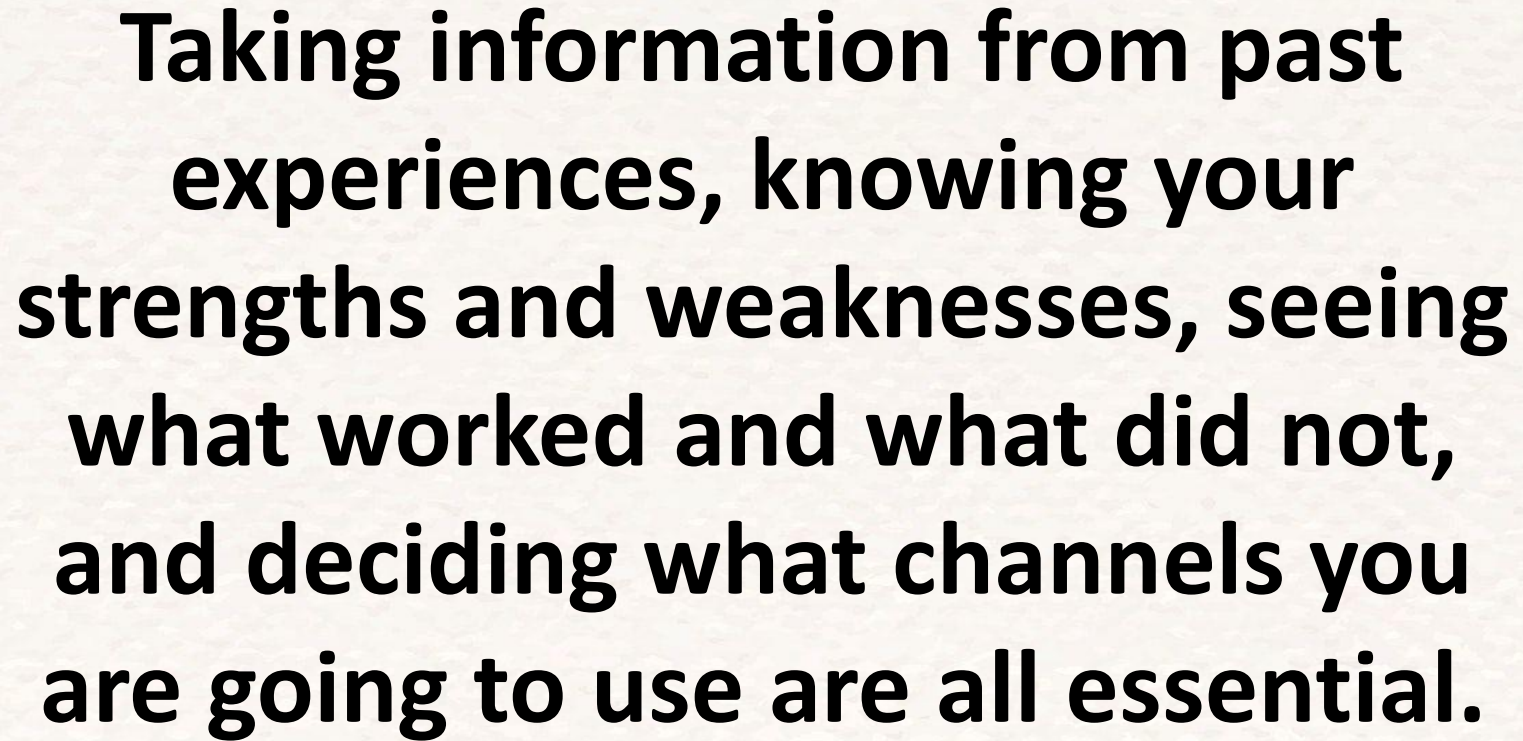
*A number of factors
should be considered
when in this
deep thinking mode:*

YOUR CUSTOMER.

YOUR SPECIFIC SECTOR IN THE INDUSTRY.

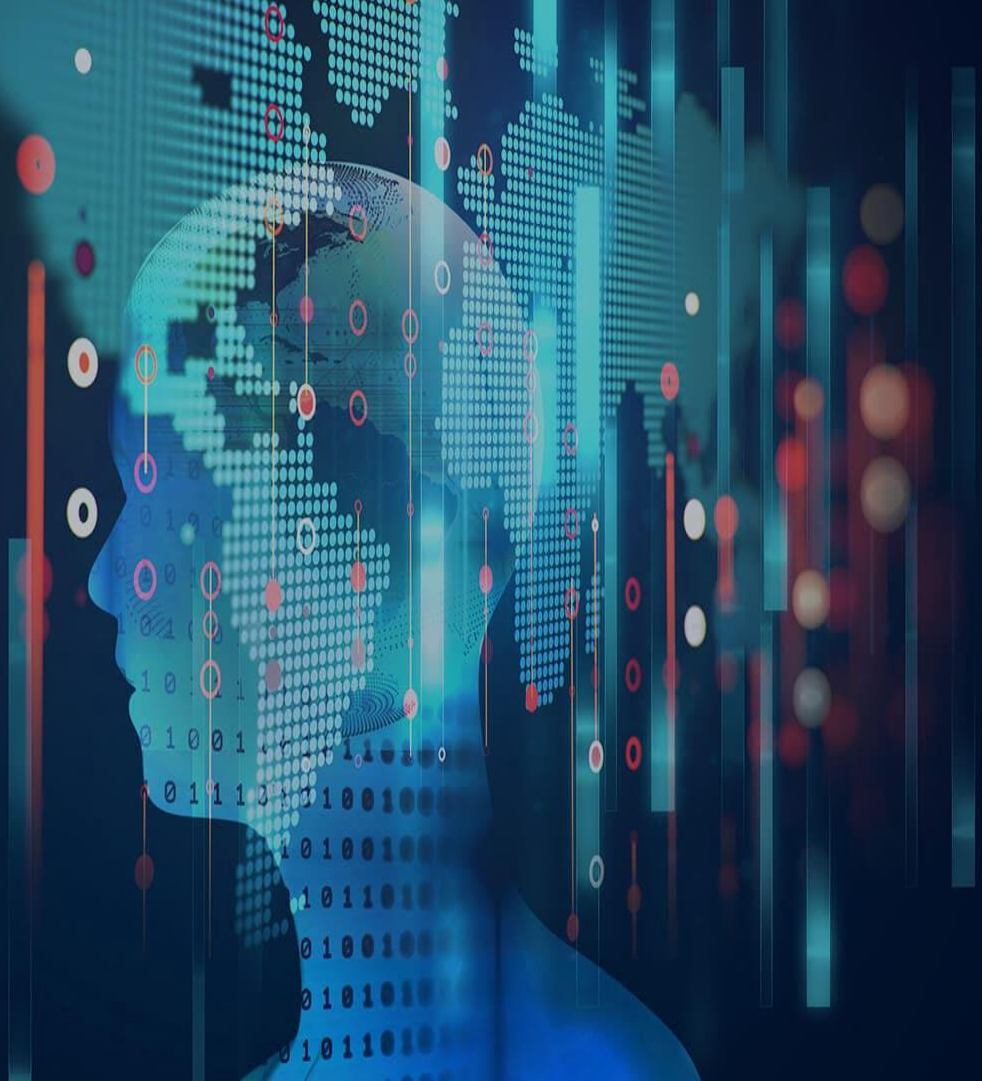
HOW YOUR COMPANY MEASURES UP TO YOUR
COMPETITORS.

INDUSTRY TRENDS.

The background features a dark grey grid pattern overlaid with various geometric shapes in bright colors: a yellow circle in the top left, a large orange circle on the left side, a blue triangle in the bottom left, and a large orange circle on the right side. There are also some green leaf-like shapes at the top.

Taking information from past experiences, knowing your strengths and weaknesses, seeing what worked and what did not, and deciding what channels you are going to use are all essential.


A great way
to keep track
of all of these
factors is to
create a
FRAMEWORK



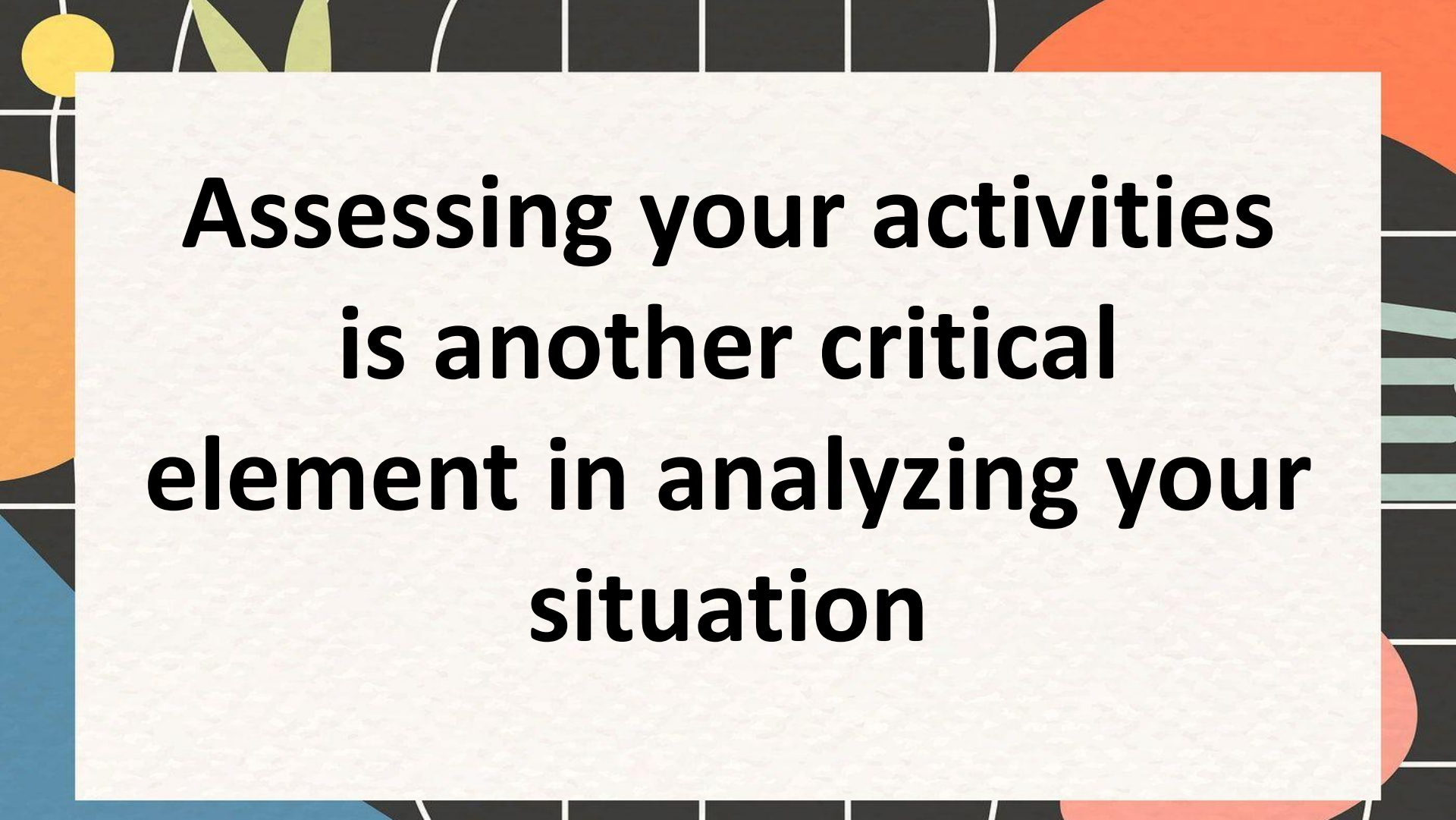
A SITUATION ANALYSIS CHART



	Basic knowledge	Limited experience	Practical skills	Advanced application	Expert practitioner
Website					
SEO					
SEM					
Email					
Display					
Social Media					
Mobile					
Analytics					

The background features a dark grey grid pattern overlaid with various colorful geometric shapes, including a yellow circle, green leaves, orange and blue circles, and horizontal stripes in green and black.

**Complete a chart like this one
by ticking the boxes you think
will provide the best rating of
your digital marketing
capabilities.**

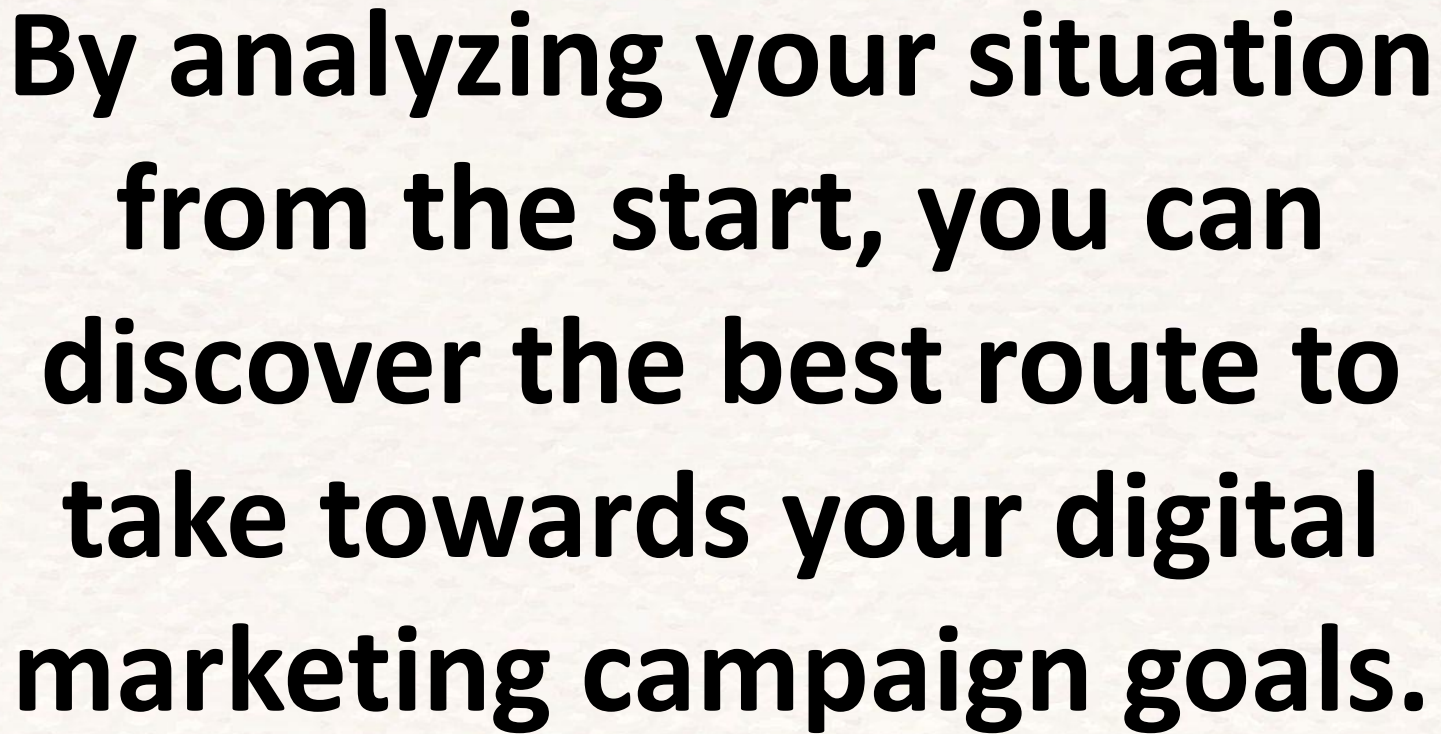
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**Assessing your activities
is another critical
element in analyzing your
situation**

**Again, it is
helpful to
create a
framework**



	Describe your current activities	Pre-course rating	Post-course rating
Website			
SEO			
SEM			
Email			
Display			
Social Media			
Mobile			
Analytics			

The background features a grid of dark grey squares. Overlaid on this are various geometric shapes: a yellow circle in the top left, a large orange circle on the left side, a blue triangle at the bottom left, and a large orange circle on the right side. There are also green leaf-like shapes at the top and horizontal green stripes on the right.

By analyzing your situation from the start, you can discover the best route to take towards your digital marketing campaign goals.

STEP 2:
AUDIENCE

1.APPROACH

2.AUDIENCE

4.ANALYSIS

3.ACTIVITIES





Now it's time to get your feet wet and move on to stage 2 of the iterative process

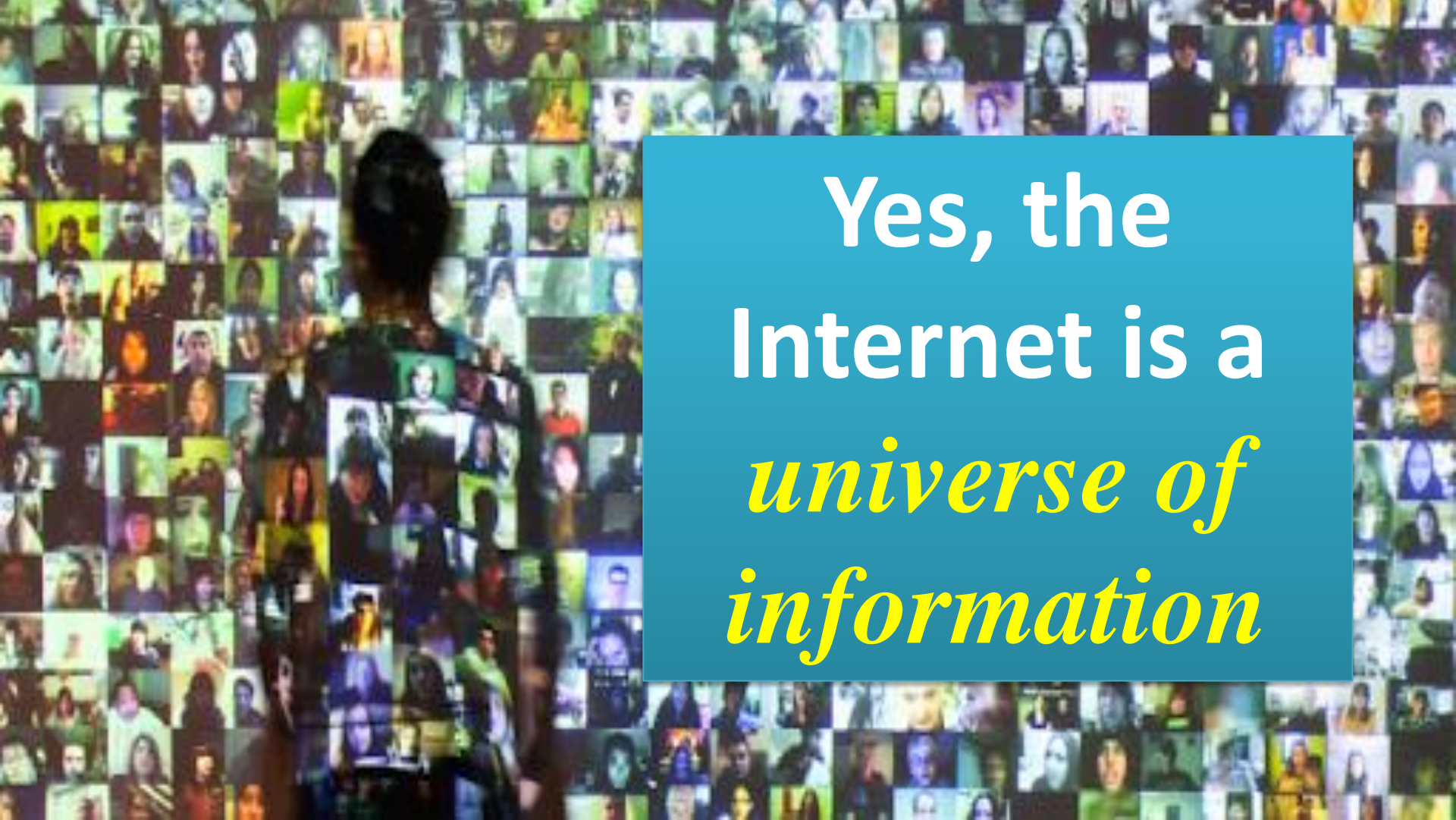


FOCUS ON THE SECOND STAGE IN THE STRATEGY AND PLANNING PROCESS

INFORMATION GATHERING—



What's Everybody Up To?



Yes, the
Internet is a
*universe of
information*

Deciding where to begin may seem daunting, but the start point is obvious.



Google

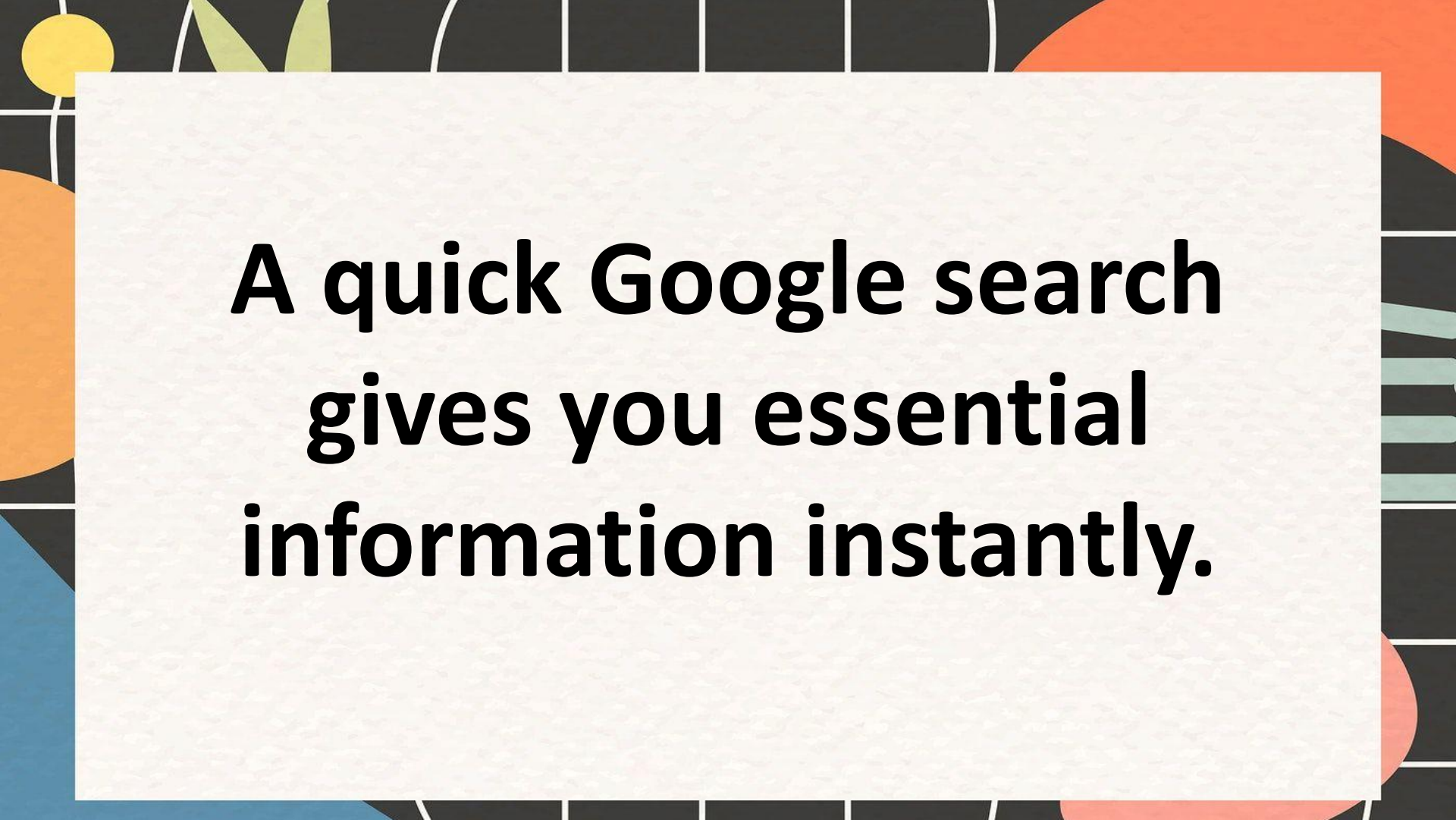
The image shows the word "Google" in its characteristic multi-colored font. The letters are blue, red, yellow, blue, green, and red from left to right. The second 'o' is replaced by a yellow sticky note with a silver fastener at the top. The entire logo is set against a textured, brownish-grey background.

A grayscale illustration of a diverse crowd of people. In the foreground, six stylized human figures are shown from the chest up, smiling. From left to right: a man with short dark hair wearing a striped t-shirt; a woman with shoulder-length hair wearing a dark top; a woman with short dark hair wearing a dark top and a necklace; a man with short dark hair and glasses wearing a suit and tie; a woman with short dark hair wearing a dark top and a necklace; and a man with short dark hair wearing a dark t-shirt. Behind them, a larger, more faded crowd of people is visible, including a man with glasses and a woman with a ponytail. The background is a light gray with a subtle texture.

**Millions of people use Google
every day for all sorts of reasons**

DIGITAL MARKETERS SHOULD START HERE TOO





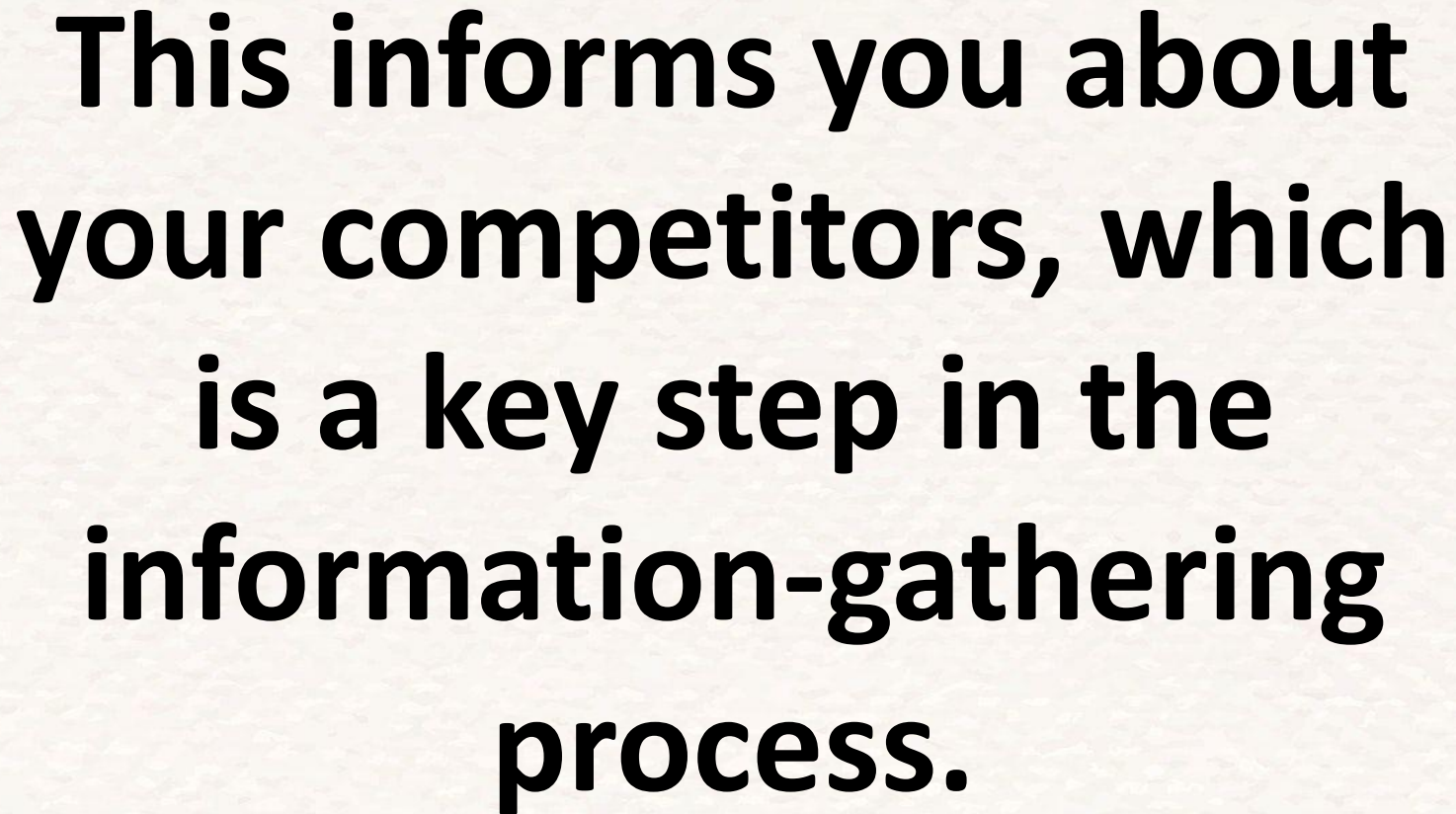
**A quick Google search
gives you essential
information instantly.**

LET'S IMAGINE
ARABIAN
CUISINE
BUSINESS IN
THE QATAR
MARKET

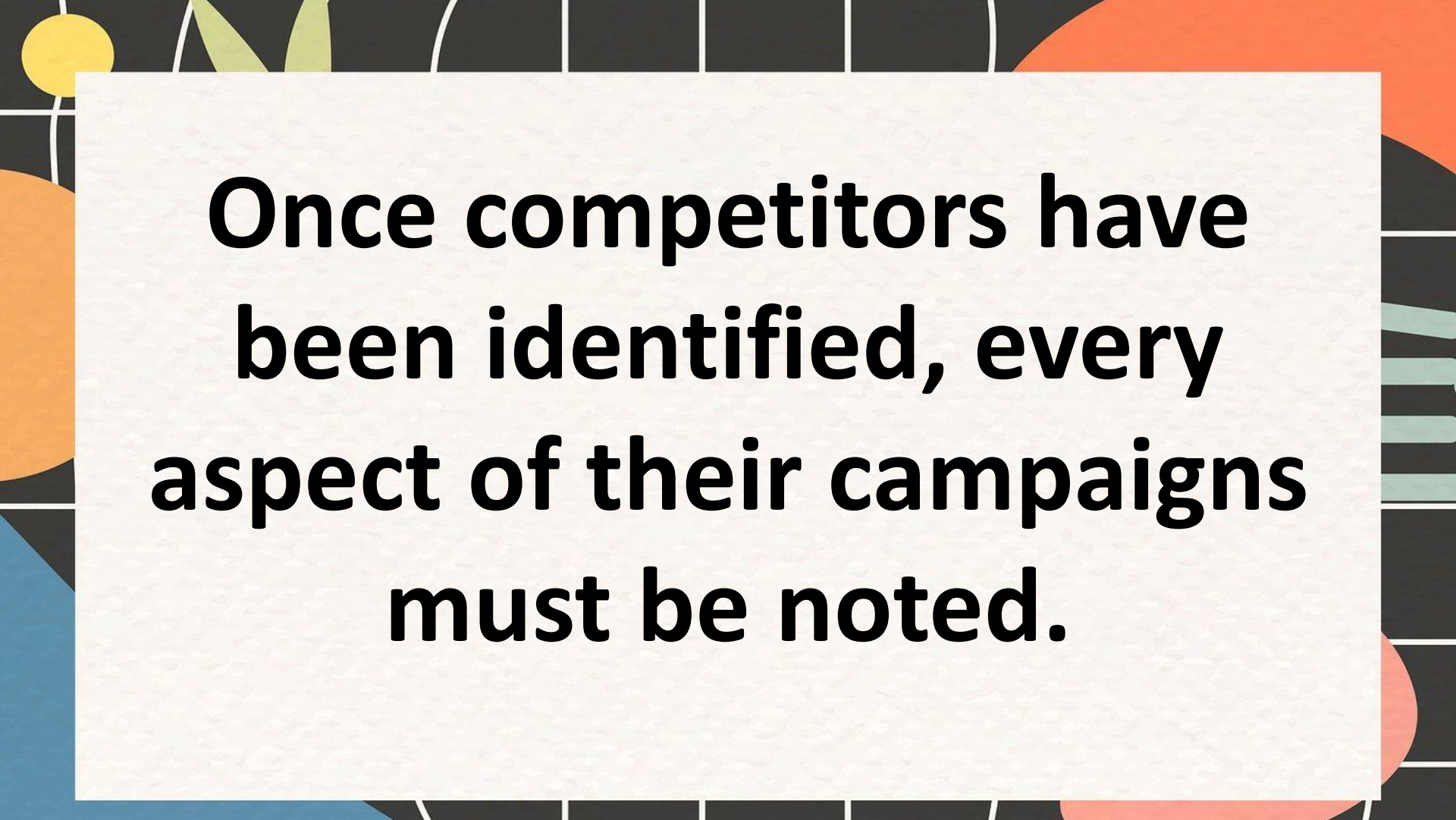


The first thing a digital marketer will do is Google the words Arabic cuisines, and Arabian restaurants



The background features a dark grey grid pattern overlaid with various geometric shapes in bright colors: a yellow circle in the top left, a large orange circle in the top right, a blue triangle in the bottom left, and a red circle in the bottom right. There are also some green leaf-like shapes at the top.

**This informs you about
your competitors, which
is a key step in the
information-gathering
process.**

The background features a dark grey grid pattern overlaid with various colorful geometric shapes: a yellow circle in the top left, a large orange circle on the left side, a blue triangle in the bottom left, and a large orange circle on the right side. There are also some green leaf-like shapes at the top.

Once competitors have been identified, every aspect of their campaigns must be noted.



**How good they are at
what they are doing?**




What are their prices?



**WHAT ARE
THEIR
DELIVERY
OPTIONS?**

What is their
range of
products?



A row of five plastic water bottles in various colors: green, light blue, dark blue, pink, and orange. Each bottle has a black flip-top cap. The bottles are slightly out of focus, with the central ones being sharper. A black rectangular box with white text is overlaid on the middle of the image.

**How well do they articulate
the value of their goods?**



With this information gathered, you will have excellent insight into how your business compares.

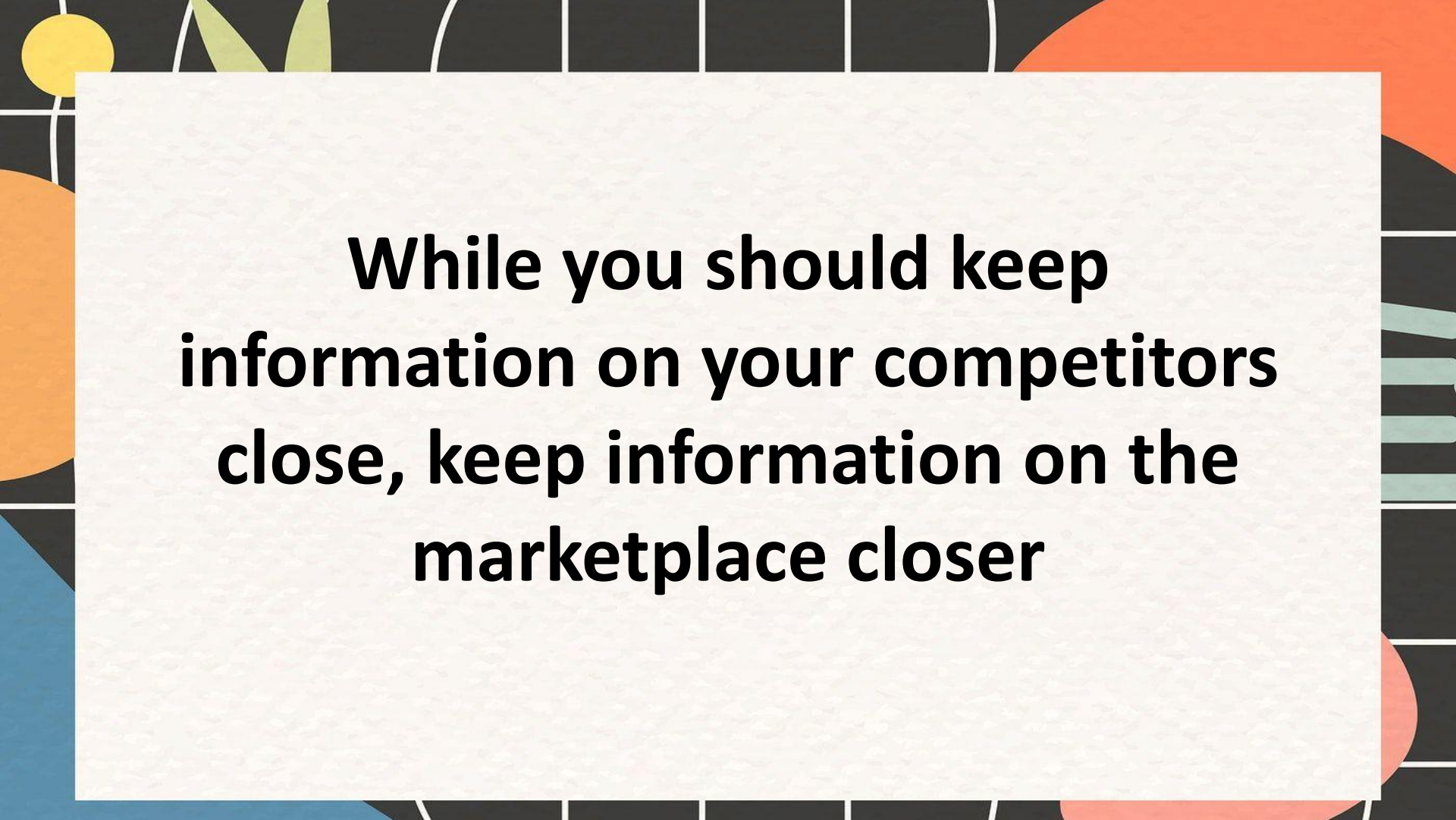


The background features a dark grey grid pattern overlaid with various geometric shapes in bright colors: a yellow circle in the top left, a large orange circle on the right, a blue triangle in the bottom left, and several green leaf-like shapes at the top. The text is centered on a white rectangular area.

Set up alerts about specific subjects to keep a close eye on your marketplace—for example, every time a competitor is mentioned—that will come straight to your email inbox.



Google
Analytics

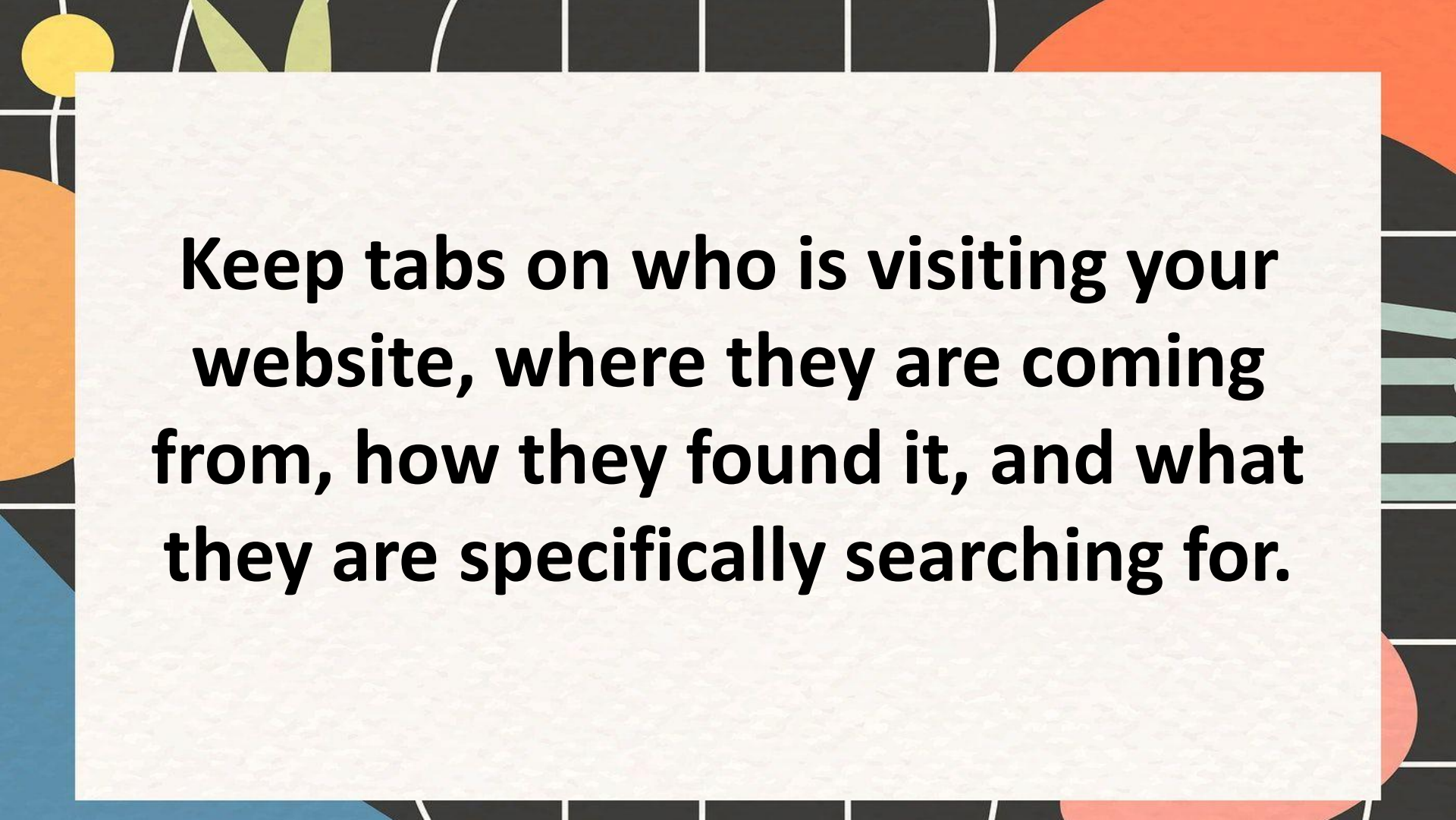
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**While you should keep
information on your competitors
close, keep information on the
marketplace closer**

The image shows the Google logo in its multi-colored font. The letters are: 'G' (blue), 'o' (red), 'o' (yellow), 'g' (blue), 'l' (green), and 'e' (red).

Google

Alerts

The background features a dark grey grid pattern overlaid with various geometric shapes in bright colors: a yellow circle in the top left, a large orange circle on the right, a blue triangle in the bottom left, and a red circle in the bottom right. There are also some green leaf-like shapes at the top.

Keep tabs on who is visiting your website, where they are coming from, how they found it, and what they are specifically searching for.

2020 Update



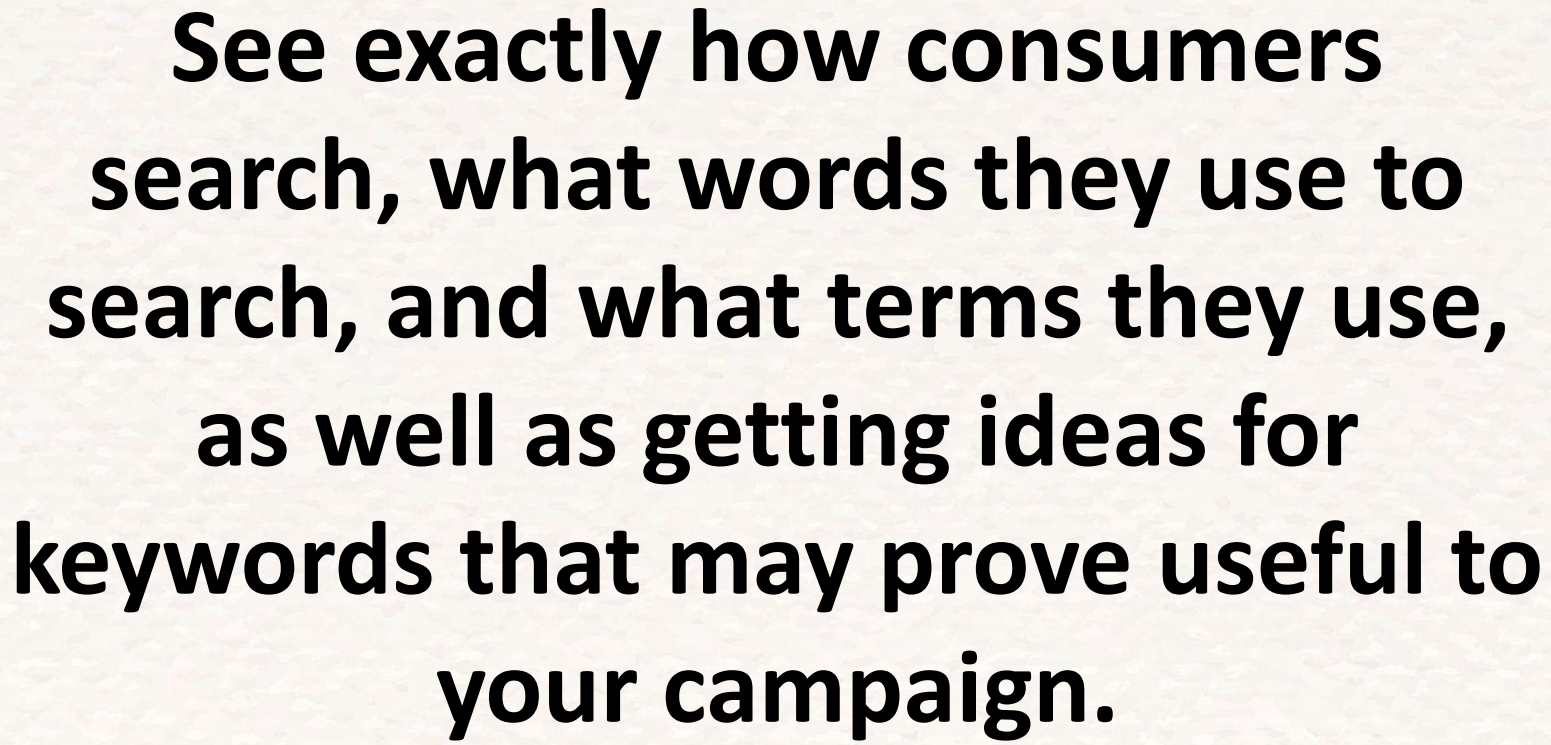
GOOGLE ADS

Keyword |



PLANNER

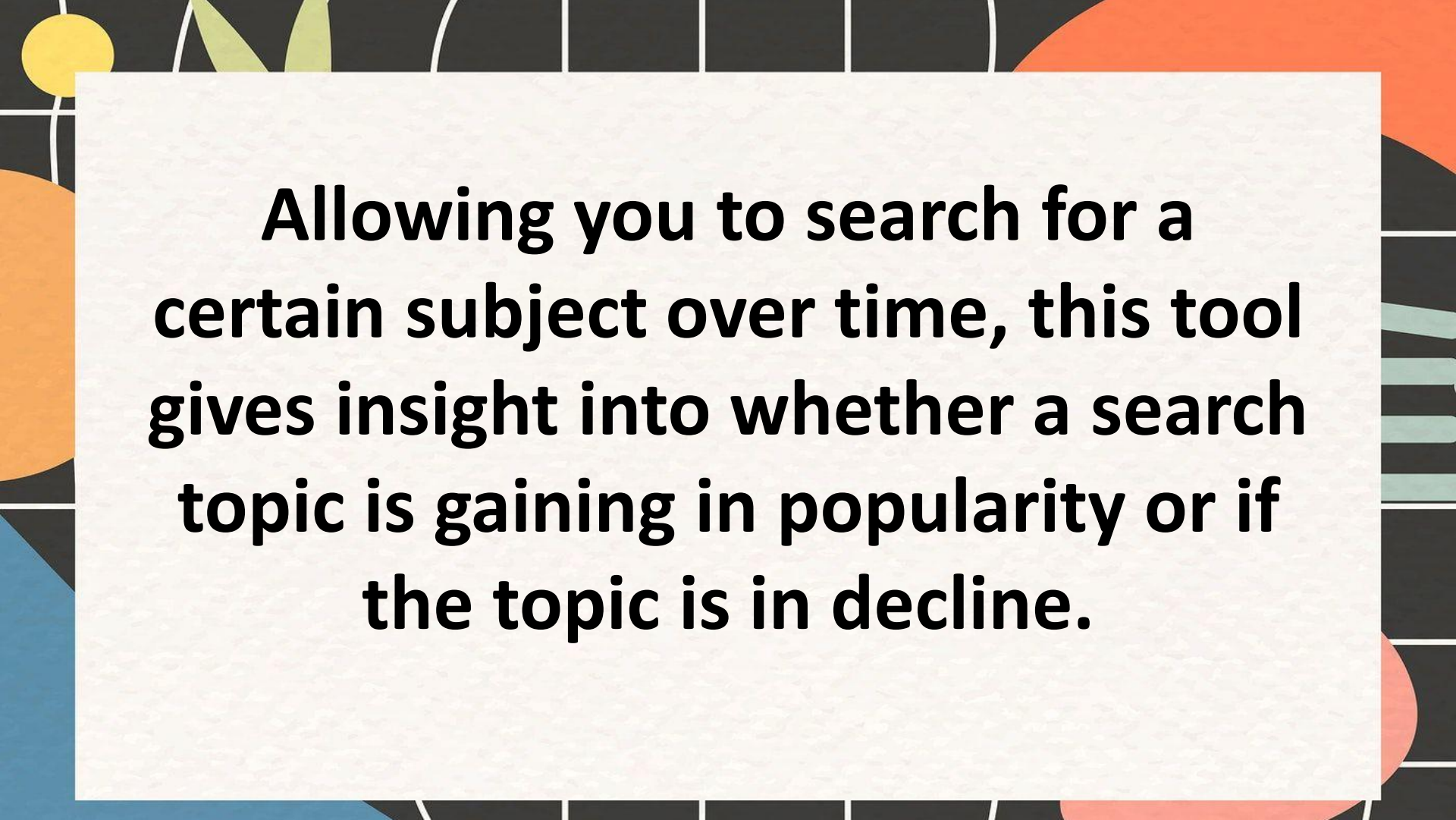


The background features a dark grey grid pattern overlaid with various geometric shapes in bright colors: a yellow circle in the top left, a large orange circle on the right, a blue triangle in the bottom left, and several green leaf-like shapes at the top. The text is centered on a white rectangular area.

See exactly how consumers search, what words they use to search, and what terms they use, as well as getting ideas for keywords that may prove useful to your campaign.

Google Trends




The background features a dark grey grid pattern overlaid with various geometric shapes in bright colors: a yellow circle in the top left, a large orange circle on the left side, a blue triangle at the bottom left, and a large orange circle on the right side. There are also some green leaf-like shapes at the top.

Allowing you to search for a certain subject over time, this tool gives insight into whether a search topic is gaining in popularity or if the topic is in decline.

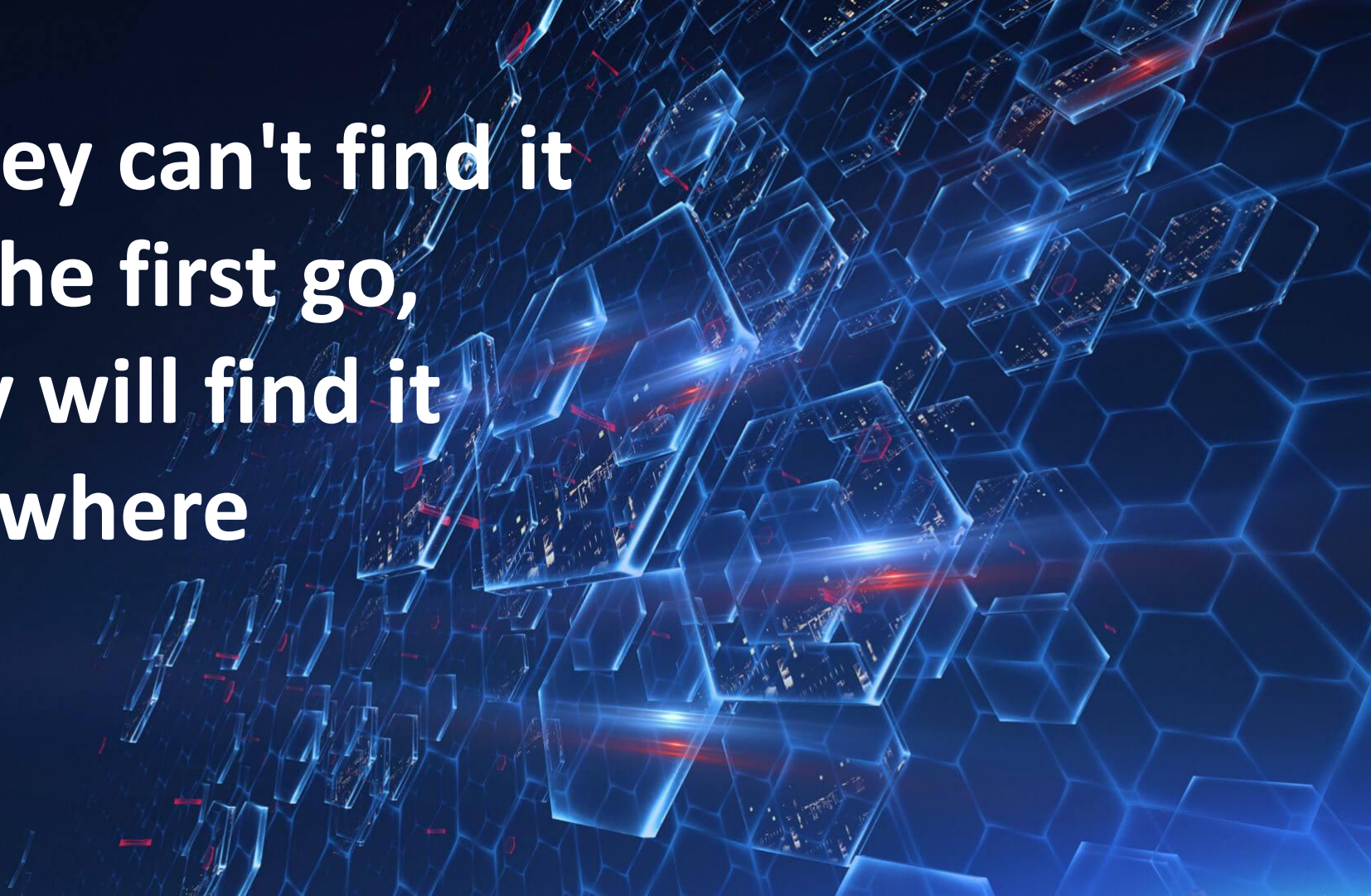
BUILDING A CUSTOMER PROFILE



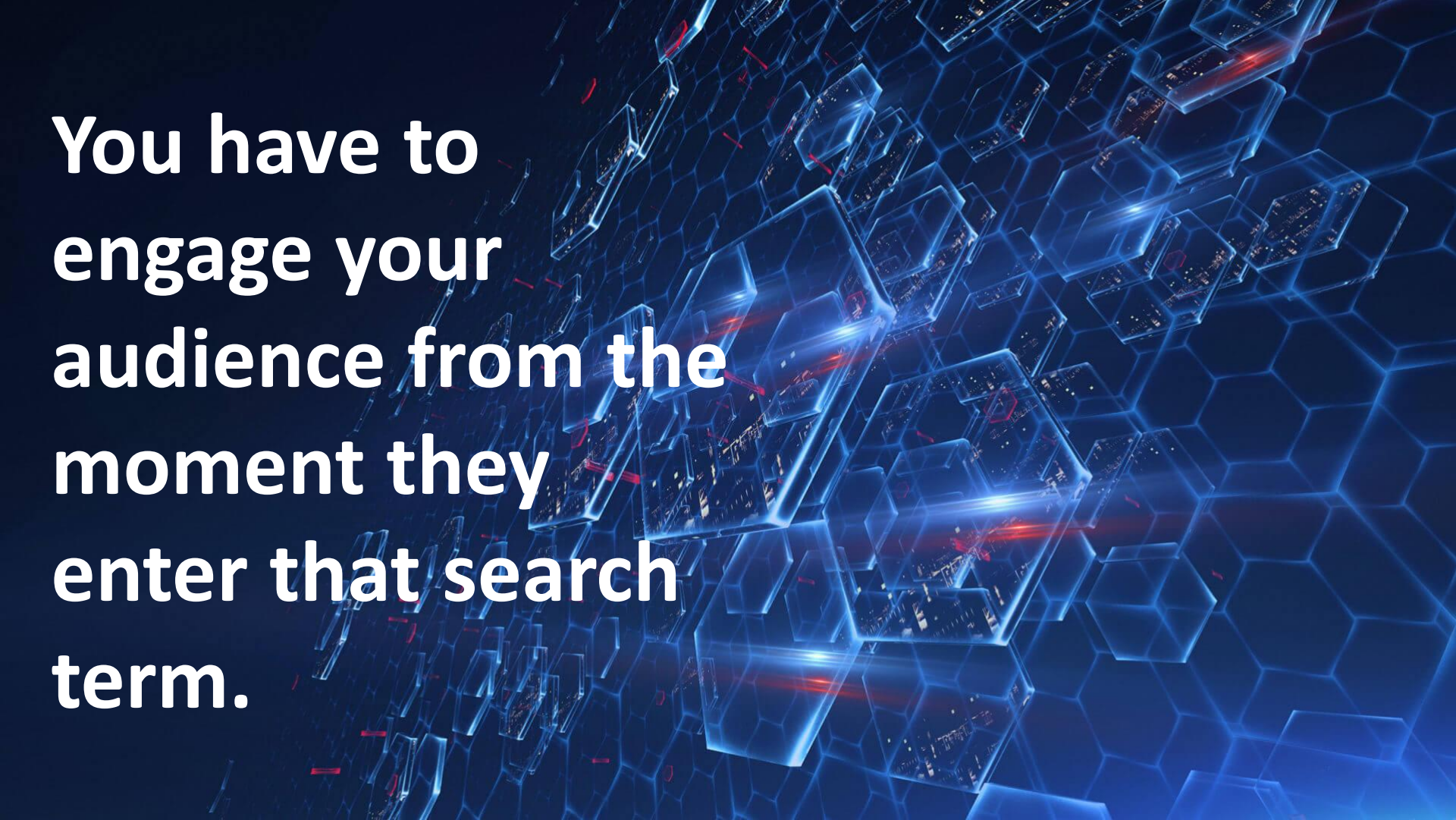
**When people go
online, they expect
to find exactly the
information they
need.**

The background of the image is a complex digital landscape. It features a grid of glowing blue hexagons that recede into the distance, creating a sense of depth. Scattered throughout this grid are numerous semi-transparent, three-dimensional cubes. These cubes appear to be floating and contain internal data visualizations, such as glowing red lines and points, resembling network maps or data flow diagrams. The overall color palette is dominated by deep blues and bright whites, with occasional red highlights that add a sense of energy and movement.

**If they can't find it
on the first go,
they will find it
elsewhere**



**You have to
engage your
audience from the
moment they
enter that search
term.**

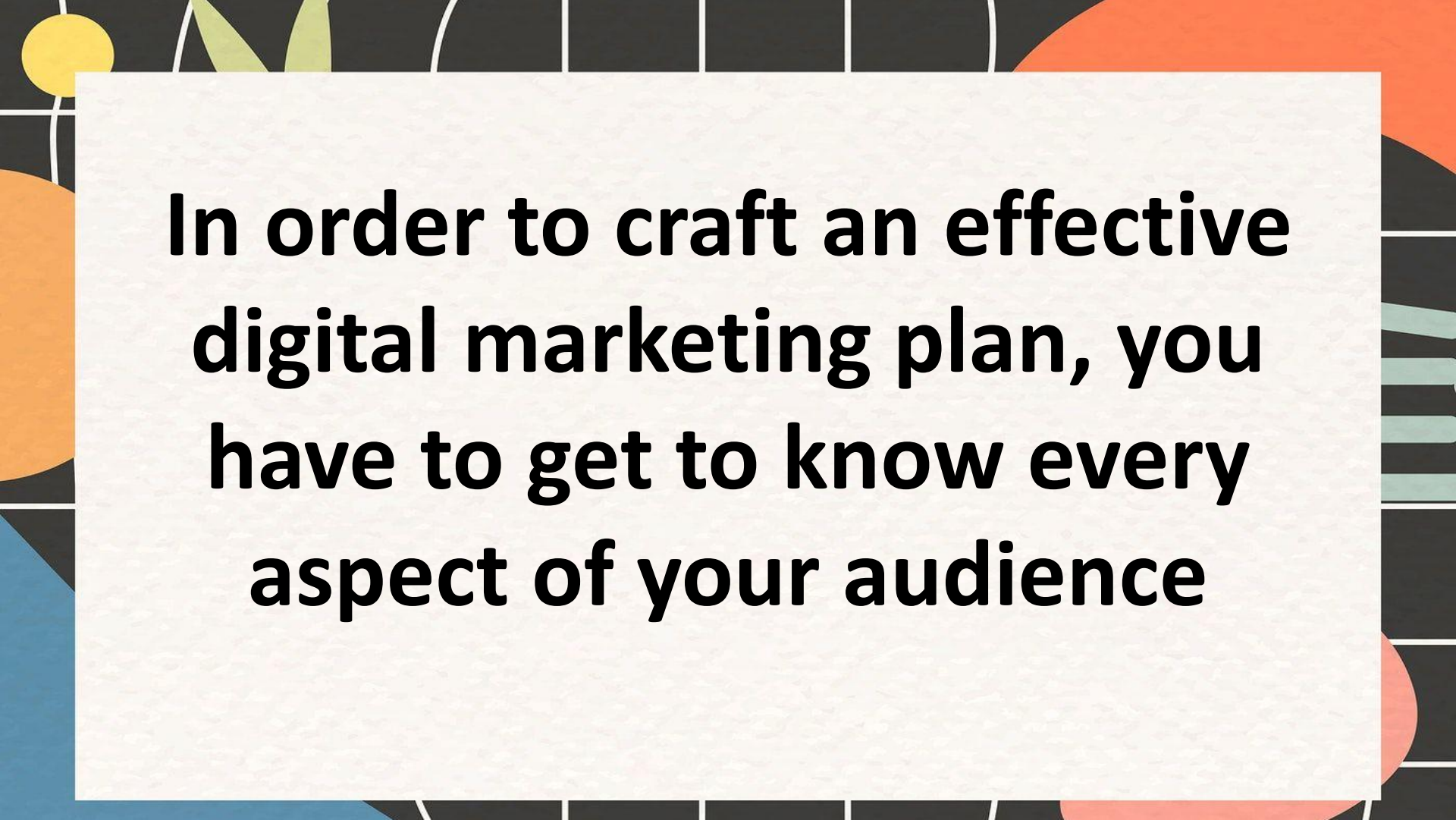


***Knowing what your
audience needs is vital***



***Once you know what they
need, you can provide it!***



The background features a dark grey grid pattern overlaid with various colorful geometric shapes. On the left, there are yellow, orange, and blue circles and triangles. On the right, there are orange and red circles and horizontal stripes. The text is centered on a white rectangular area.

In order to craft an effective digital marketing plan, you have to get to know every aspect of your audience



Age?



GENDER



***Where they
work?***

WHERE THEY LIVE?





If they have children

Their marital status

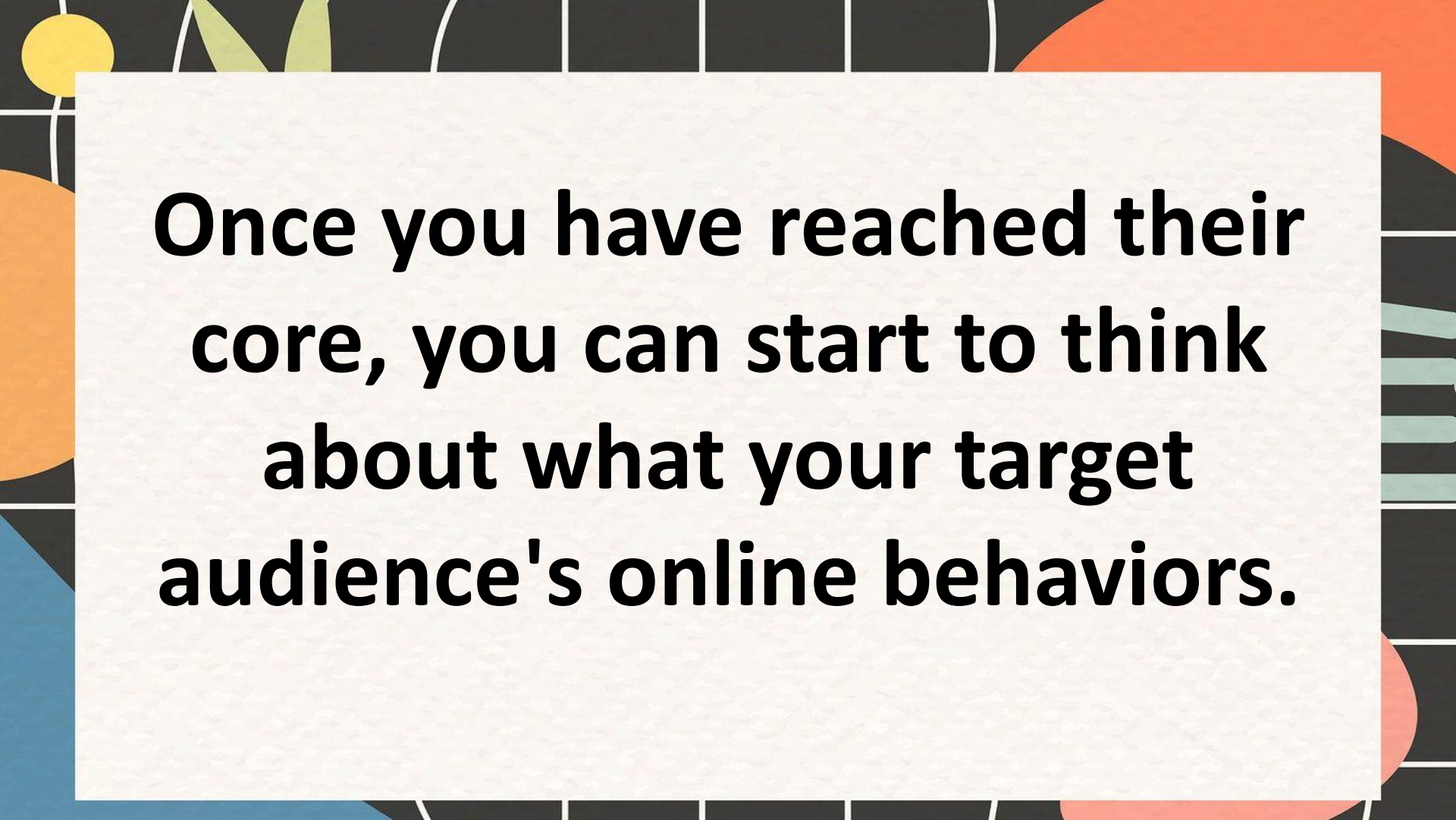




What their hobbies are

What their particular preferences and needs are



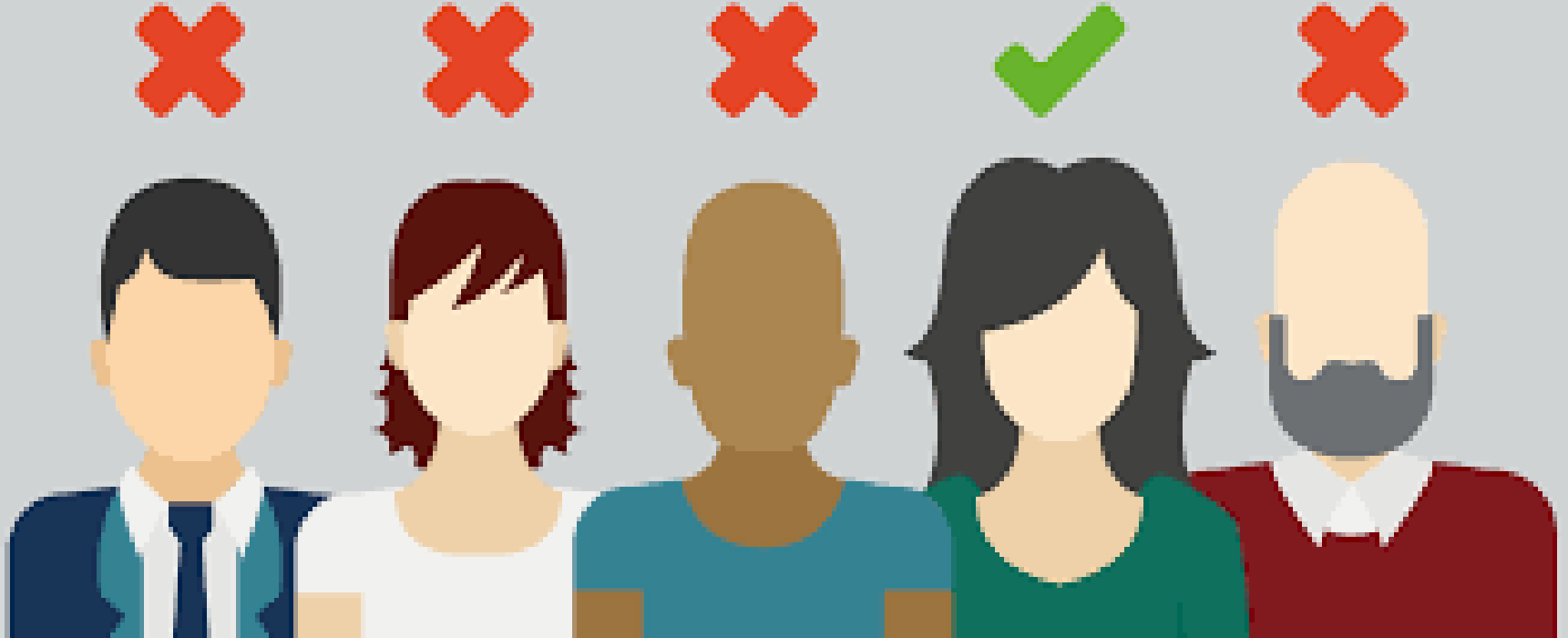
The background features a dark grey grid pattern overlaid with various geometric shapes in bright colors: a yellow circle, green leaves, orange circles, and blue shapes. The text is centered on a white rectangular area.

Once you have reached their core, you can start to think about what your target audience's online behaviors.

Let's return to
our example of
the **ARABIAN**
CUISINE
business in
Qatar



Think about its target audience





THE CUSTOMER PERSONA

let's imagine Ayesha she is very found of Arabian food



**A 22-year-old,
Single, female, living
in Qatar**



**You have the
basic
information
about her.**





**Next step—let's contemplate
her online activities**

NAME:AYESHA



REGULARLY CHECK EMAILS



OWNS AN IPHONE



LOCATED AT QATAR



MULTIPLE TIMES LOGIN TO FB



SEARCH ON GOOGLE ABOUT NEW RESTAURANTS



**YES, AYESHA USES
FACEBOOK**



**She may not
use this social
media platform
to research
Arabian
Cuisine.**



A man with a backpack is looking at a map in his hands. He is standing in front of a large, colorful Google logo. The logo is composed of the letters 'G', 'o', 'o', 'g', 'l', 'e' in blue, red, orange, blue, green, and red respectively. The man is wearing a light-colored jacket and a backpack. The background is a plain white wall.

Google

**In this context, the
product would be
better placed in a
Google search ranking**

**it is more likely
she would first
Google Arabian
cuisine**

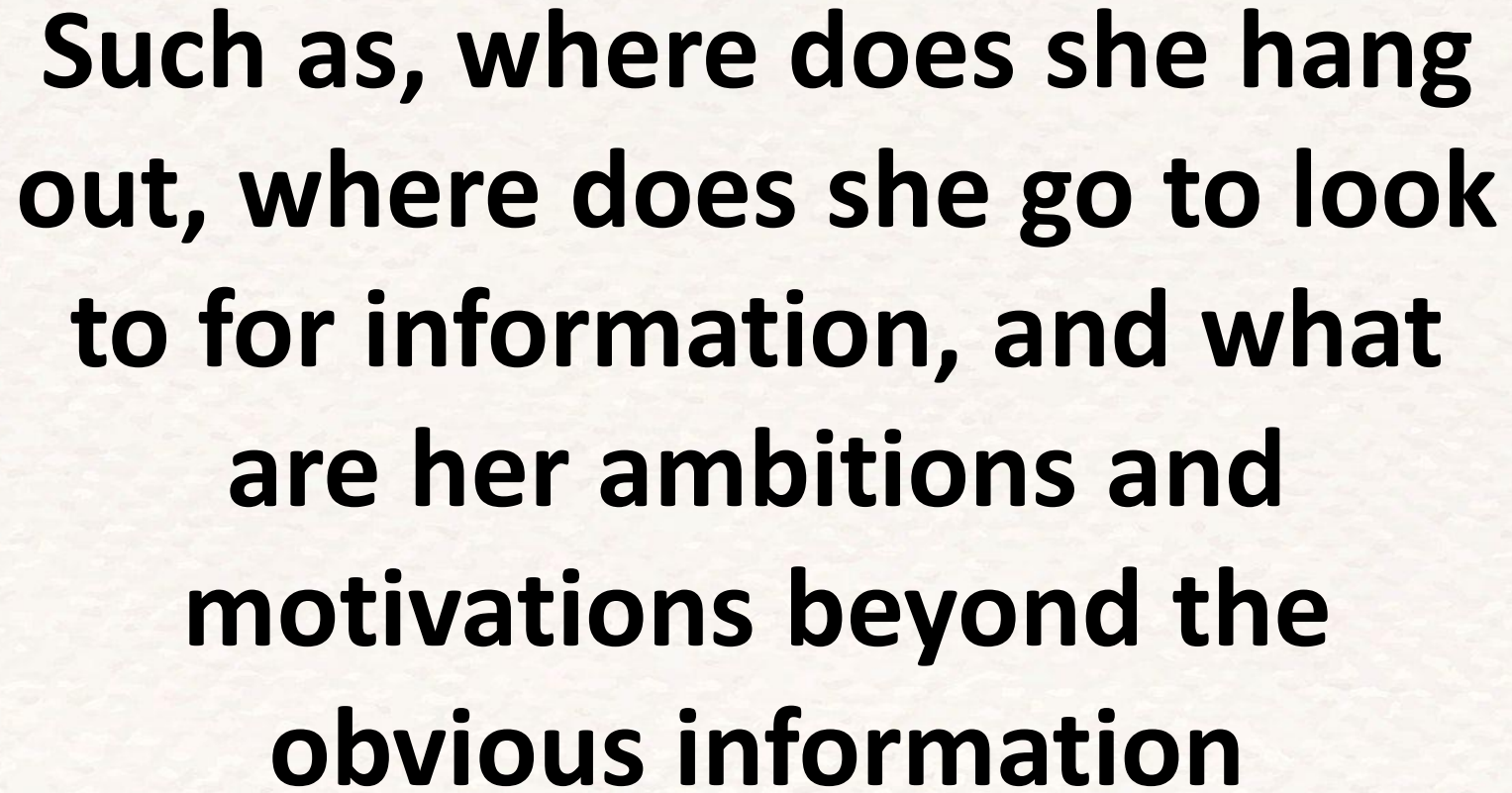




**THIS IS VERY USEFUL
INFORMATION.**



But we need more, more!

The background features a dark grey grid with various colored shapes: a yellow circle in the top left, a large orange circle on the left, a blue triangle at the bottom left, and a large orange circle on the right. There are also green leaf-like shapes at the top and horizontal green lines on the right side.

Such as, where does she hang out, where does she go to look to for information, and what are her ambitions and motivations beyond the obvious information

Keeps fit

Single

Toronto

30

Rents apartment

Likes to socialize



Earns \$35,000

has a smartphone

Loves photography

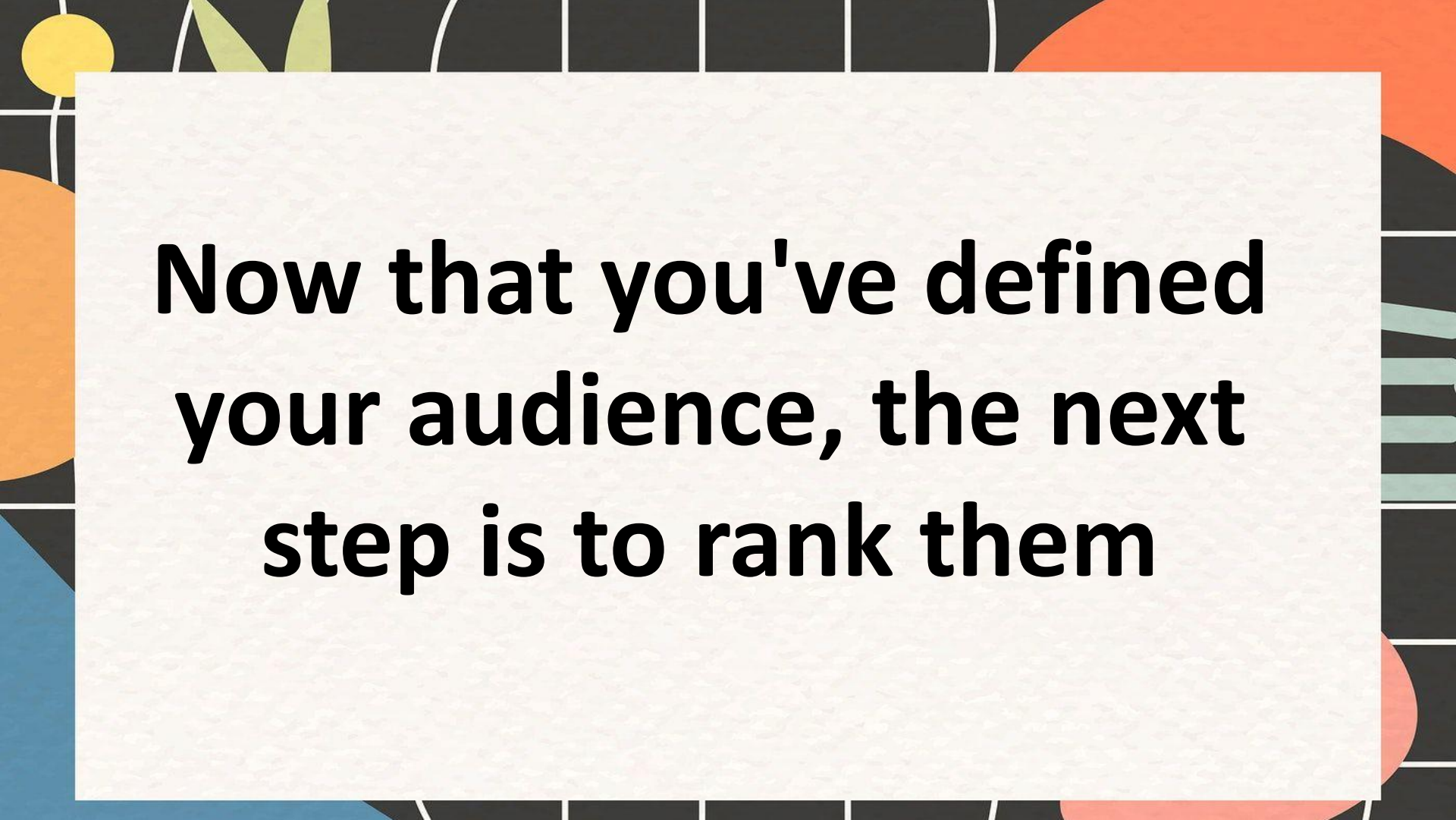
access to broadband

Which words can be used instead of "nice"?

A word cloud of synonyms for the word "nice". The words are arranged in a roughly circular pattern. The words included are: interesting, perfect, cute, cool, tasty, awesome, entertaining, beautiful, and stunning. Each word is in a different color and font size.

AUDIENCE RANKING



The background features a dark grey grid pattern overlaid with various colorful geometric shapes: a yellow circle in the top left, a large orange circle on the right, a blue triangle in the bottom left, and a red circle in the bottom right. There are also some green leaf-like shapes at the top left.

**Now that you've defined
your audience, the next
step is to rank them**

**Ranking your audience
allows you to:**



PRIORITIZE YOUR TARGET AUDIENCE





FOCUS YOUR ACTIVITIES



ALIGN YOUR BUDGET



ALLOCATION OF RESOURCES



Two important factors should be considered when ranking members of your audience



VALUE TO THE BUSINESS.

How much can they buy, how often can they buy, what is the likely expenditure you can get from them in a total year, and so on.



ACCESSIBILITY

Even if a person seems like a valuable member of your audience, might he be hard to get to? The bottom line is, if he is not active online, you can't reach him.

Audience Ranking

High Value

Doug Digital. 32 years old Marketing Manager. Single. B2B. Smartphone. LinkedIn, Twitter User. Time Poor. May be a high value prospect and readily accessible through digital channels.



Easy to Reach

Hard to Reach

Diana Digital. 33 years old, busy, stay at home mum. 1 child, 1 on the way. B2C. Smartphone. Facebook User. Time poor. Tight budget due to large household expenditure. Readily accessible through digital channels.



Low Value

Hitting the sweet spot



***It is not surprising that the
priority audience is known as the
sweet-spot customer.***



***Not only do they really want
what you have,***



But they also respond very well to what you have on offer



***So they should make up the audience
that you spend most time trying to
engage, sell to, and influence online.***



You must concentrate on the most important audience in the first instance



MULTI-SCREENING



Have you ever looked around on a family-film night to see your sister watching a video on her mobile phone



**AND YOUR
MOTHER
SEARCHING FOR
HOLIDAY
DESTINATIONS
ON HER TABLET**



BBC



*All while your brother
uses the TV screen to
play video games?*

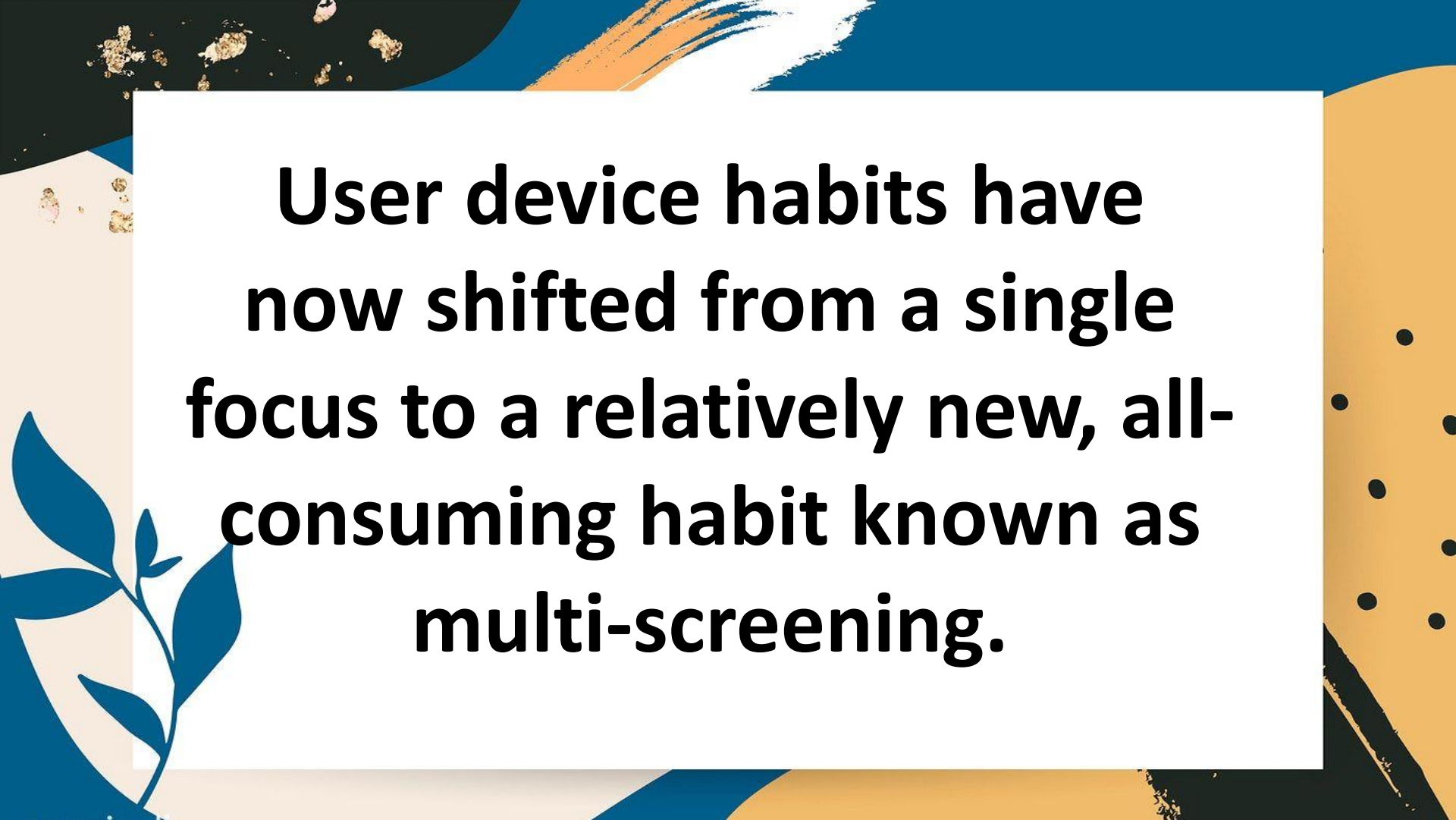


***Can't we just sit down, relax,
and read a good book?***

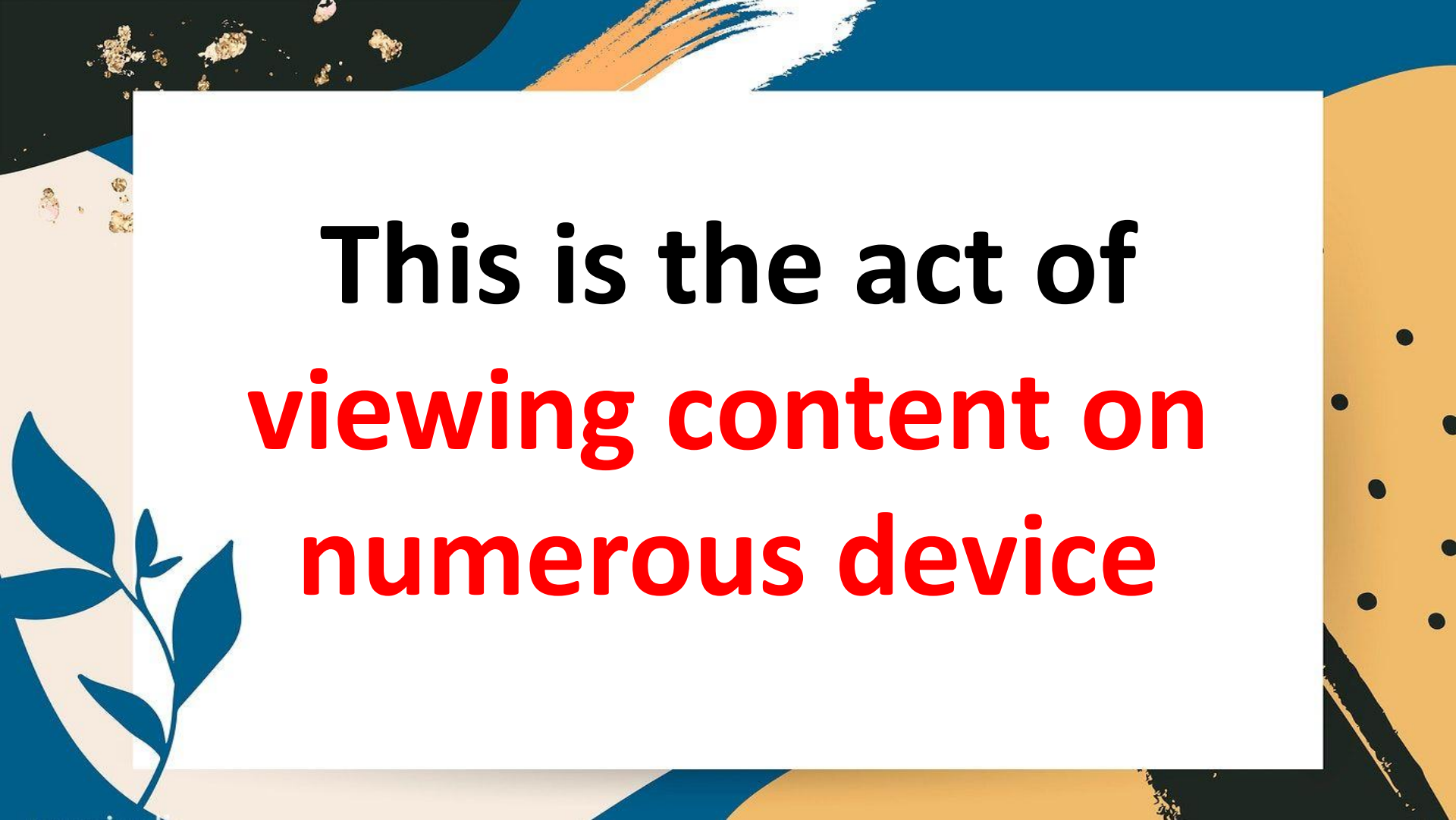




NO

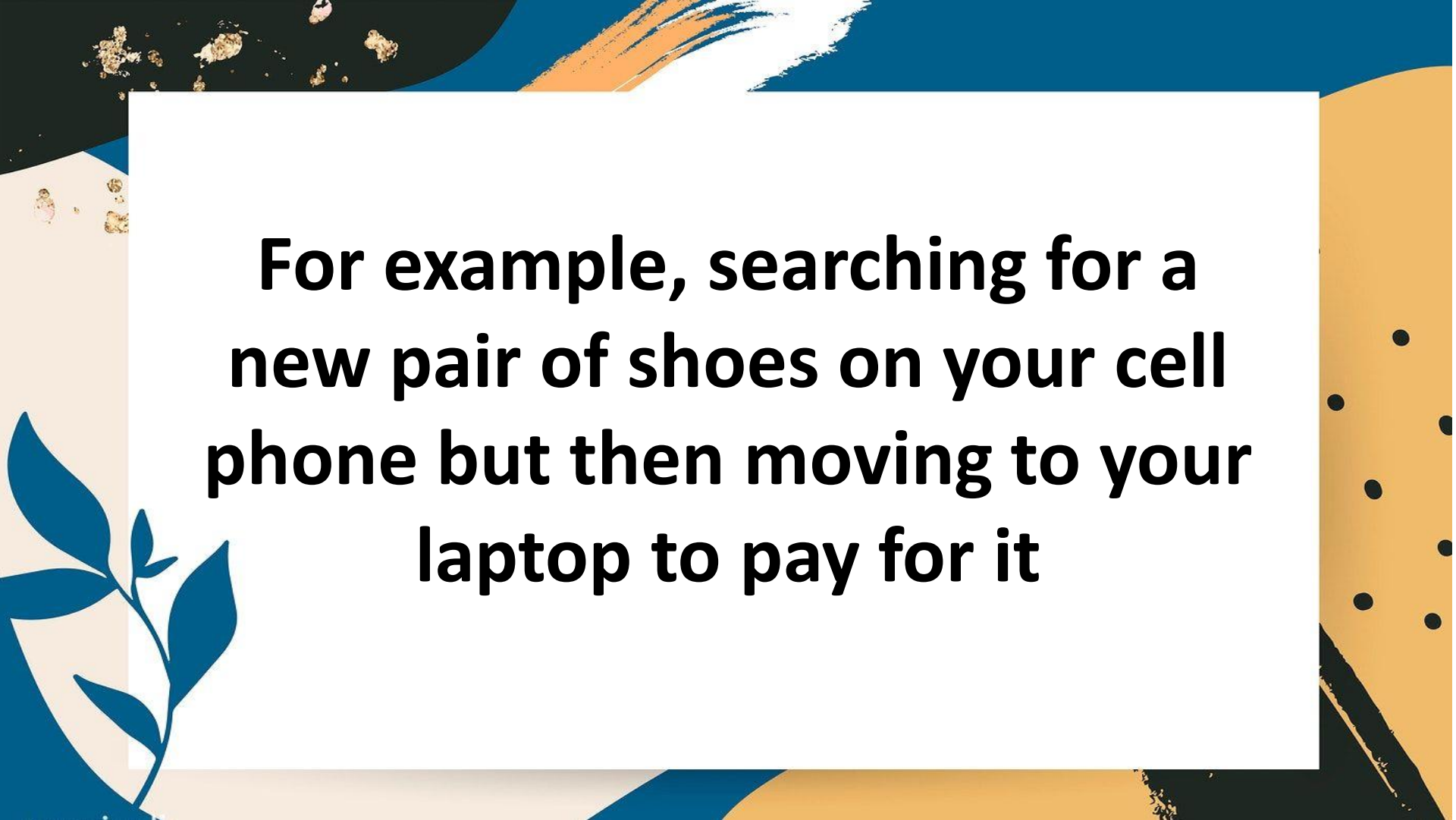


User device habits have now shifted from a single focus to a relatively new, all-consuming habit known as multi-screening.



**This is the act of
viewing content on
numerous device**

**such as your cell phone and TV,
with one device triggering
specific behavior on the other
is the act of viewing content on
numerous device**

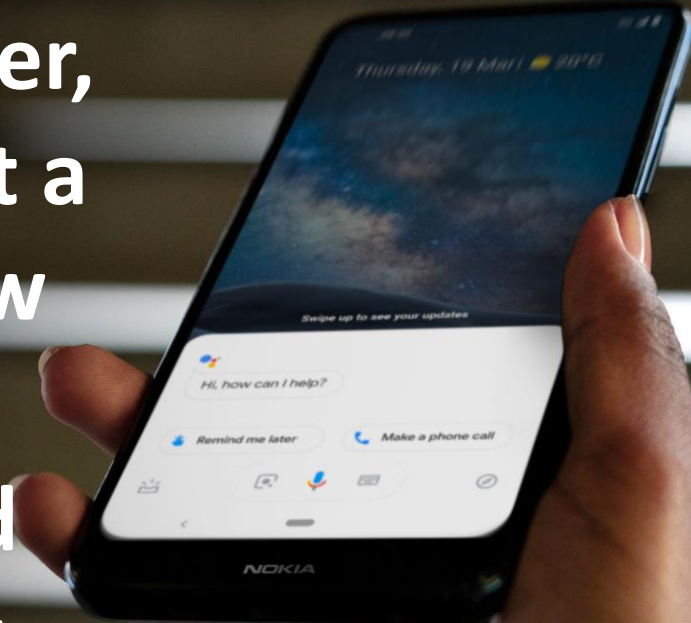


For example, searching for a new pair of shoes on your cell phone but then moving to your laptop to pay for it



**Instead **we jump from
channel to channel,**
receiving messages and
soaking in information**

**As a digital marketer,
you have got to get a
good feeling of how
people are moving
among devices and
why they are using
those devices.**






Facebook

*We know that
Ayesha uses
facebook but
how does she
use it*

The image features a central black text box with white text. Surrounding the text box are several hands of different skin tones holding various mobile devices: a tablet, a smartphone, a flip phone, a camera, and another smartphone. The background is filled with blue icons representing various digital concepts like Wi-Fi, SMS, social media, and connectivity. The overall theme is digital communication and mobile technology.

**Is she on her desktop? Her
smartphone? Her tablet?**



If she is using her smartphone, is she using it while she watches TV?







USING SOCIAL MEDIA IN THE BUSINESS ENVIRONMENT



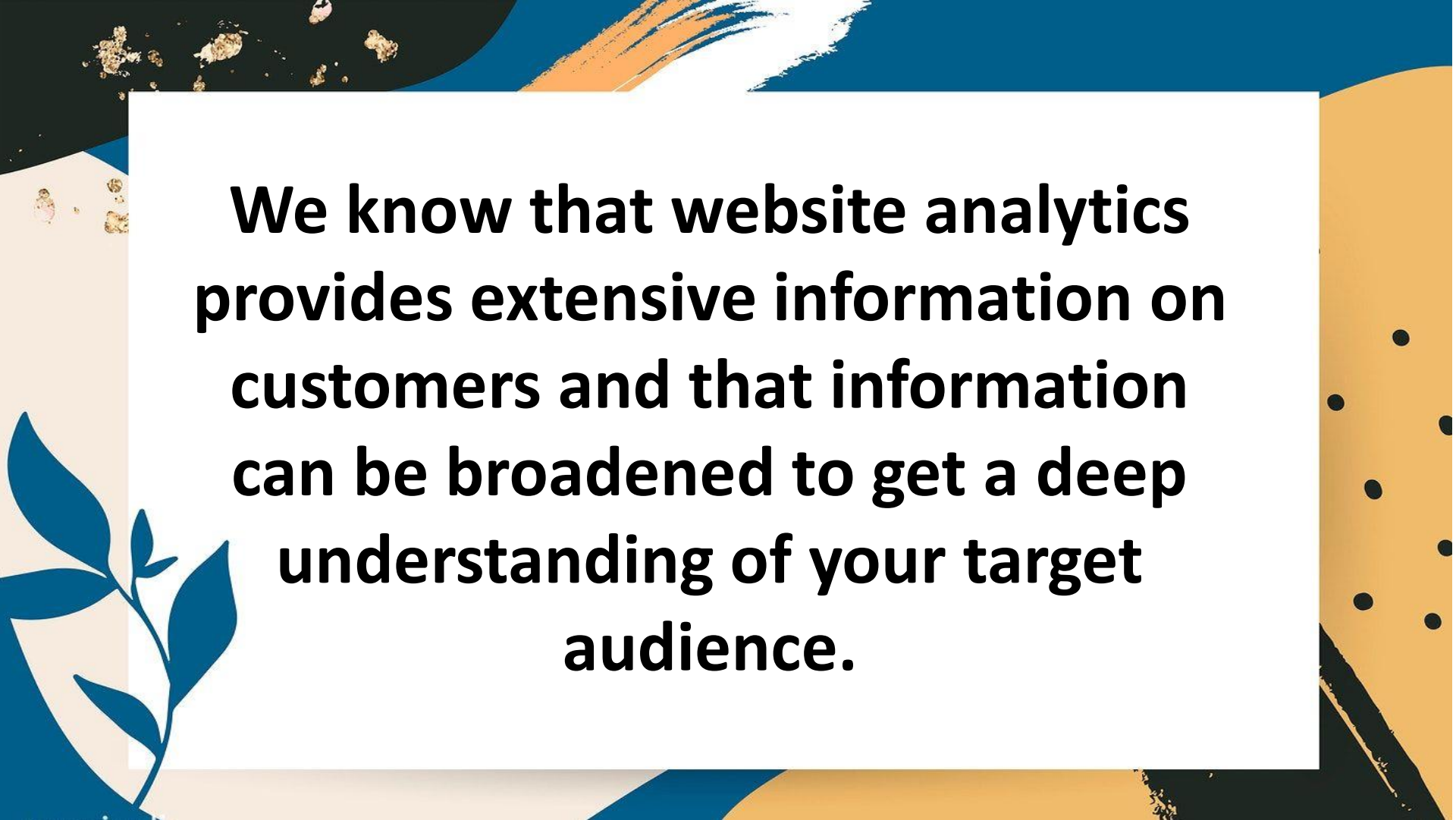
The top reason for using social media is to develop a brand image and market their product, but it is also a very useful tool for obtaining customer feedback and opinions



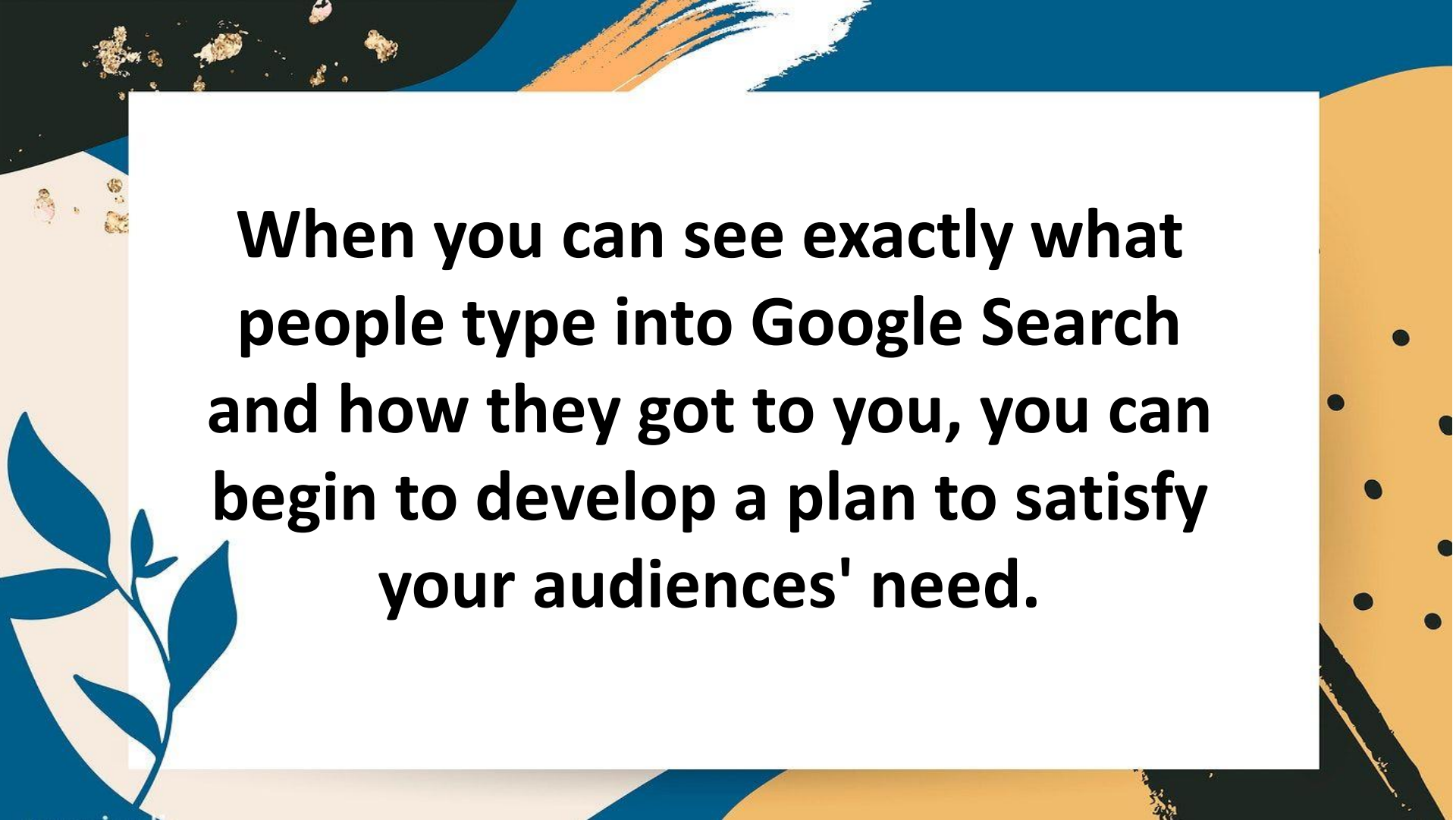
The size of a business also determines what social media platform it uses—differently sized businesses use various social media channels for different reasons



**If you are planning on
engaging with an audience in a
B2B environment, it's
important to understand your
audience deeply**



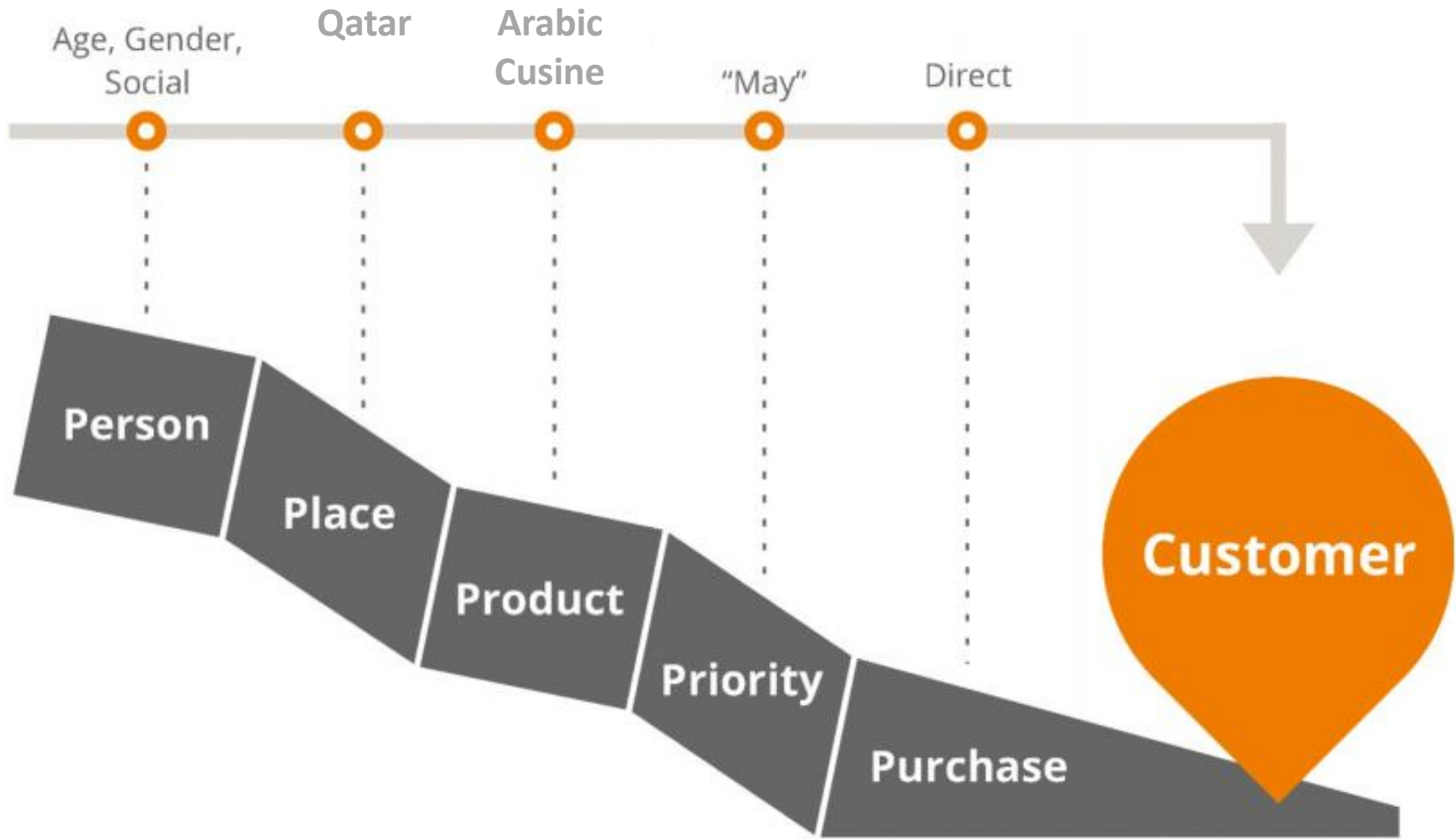
We know that website analytics provides extensive information on customers and that information can be broadened to get a deep understanding of your target audience.



When you can see exactly what people type into Google Search and how they got to you, you can begin to develop a plan to satisfy your audiences' need.

5P FRAMEWORK





Age, Gender,
Social

Qatar

Arabic
Cuisine

"May"

Direct

Person

Place

Product

Priority

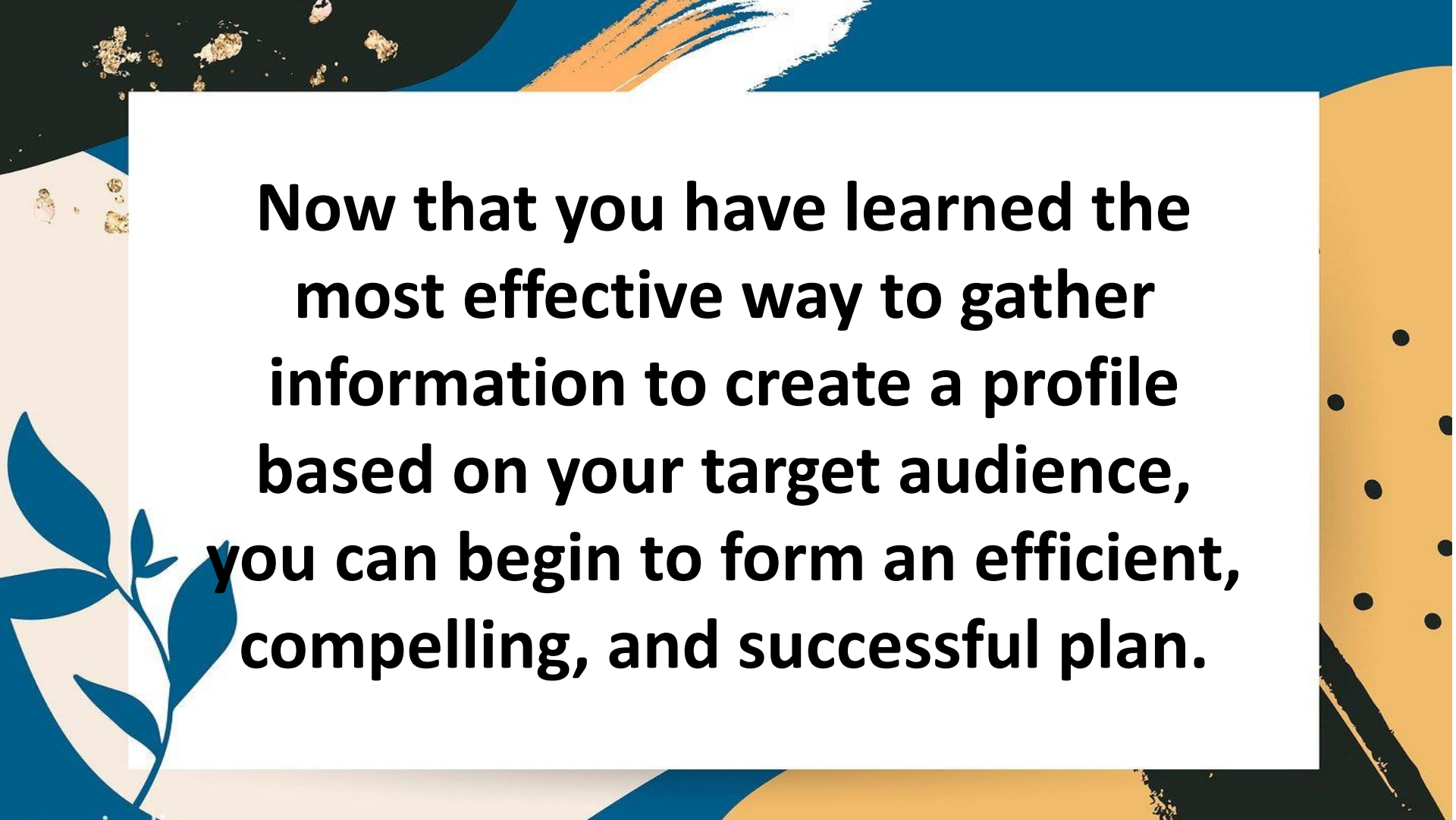
Purchase

Customer





*Understanding
and defining
your audience
is always
critical in*
**DIGITAL
MARKETING.**



Now that you have learned the most effective way to gather information to create a profile based on your target audience, you can begin to form an efficient, compelling, and successful plan.

STEP 3:
ACTIVITIES

1.APPROACH

2.AUDIENCE

4.ANALYSIS

3.ACTIVITIES

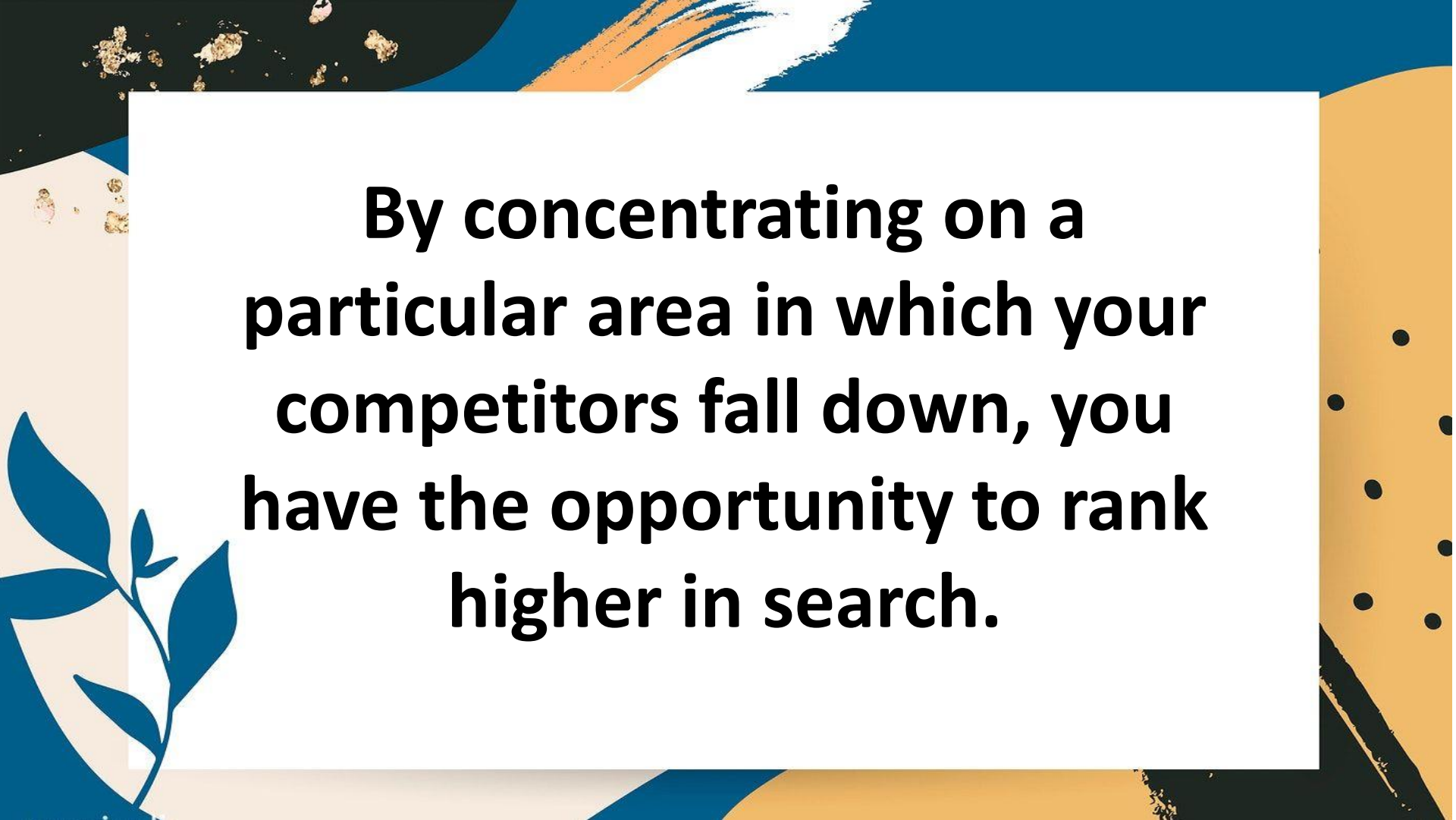


GAINING THE COMPETITIVE EDGE



***You concentrate on your
competitor***





By concentrating on a particular area in which your competitors fall down, you have the opportunity to rank higher in search.



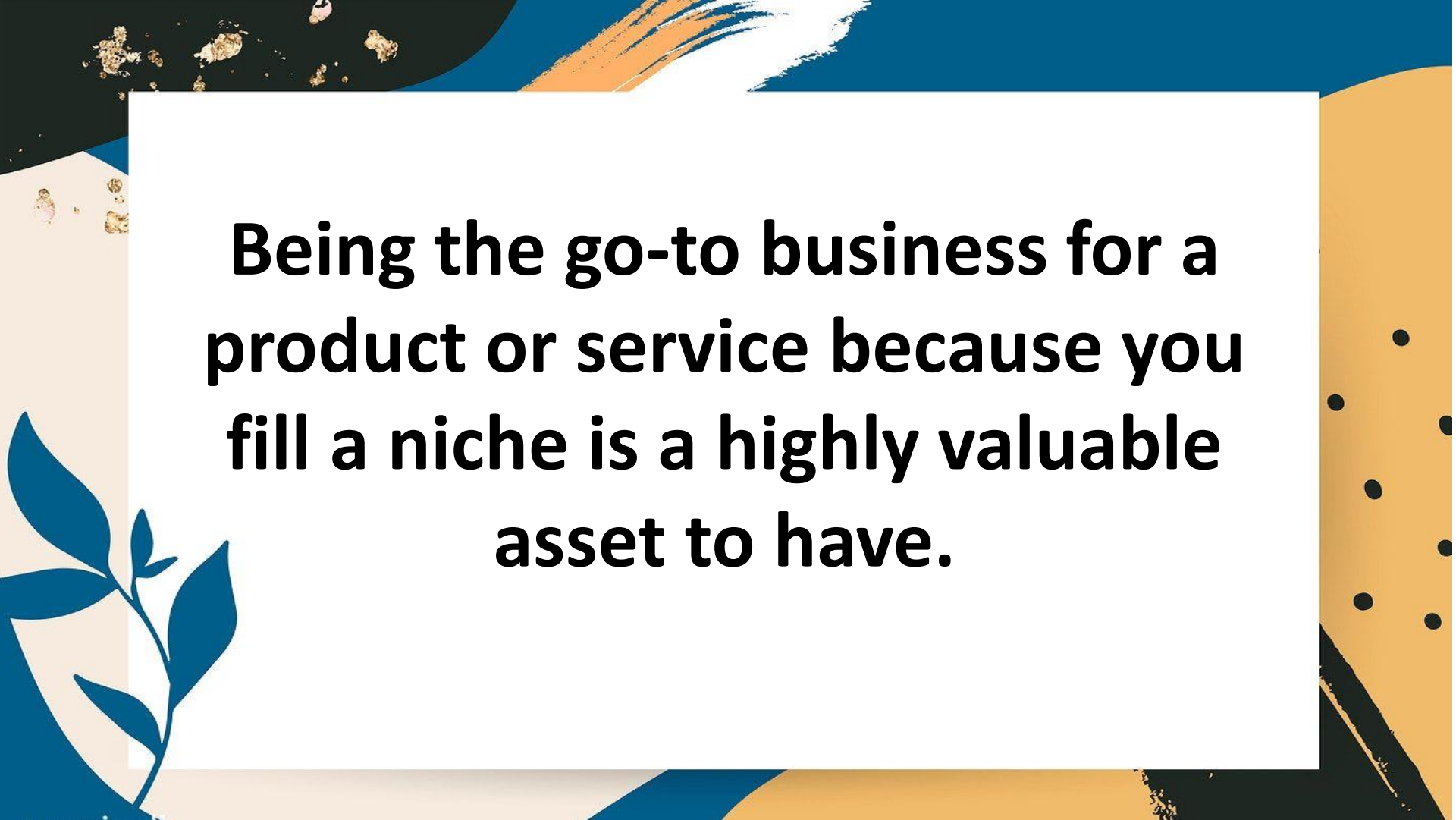
**THOROUGHLY RESEARCH YOUR
COMPETITORS.**



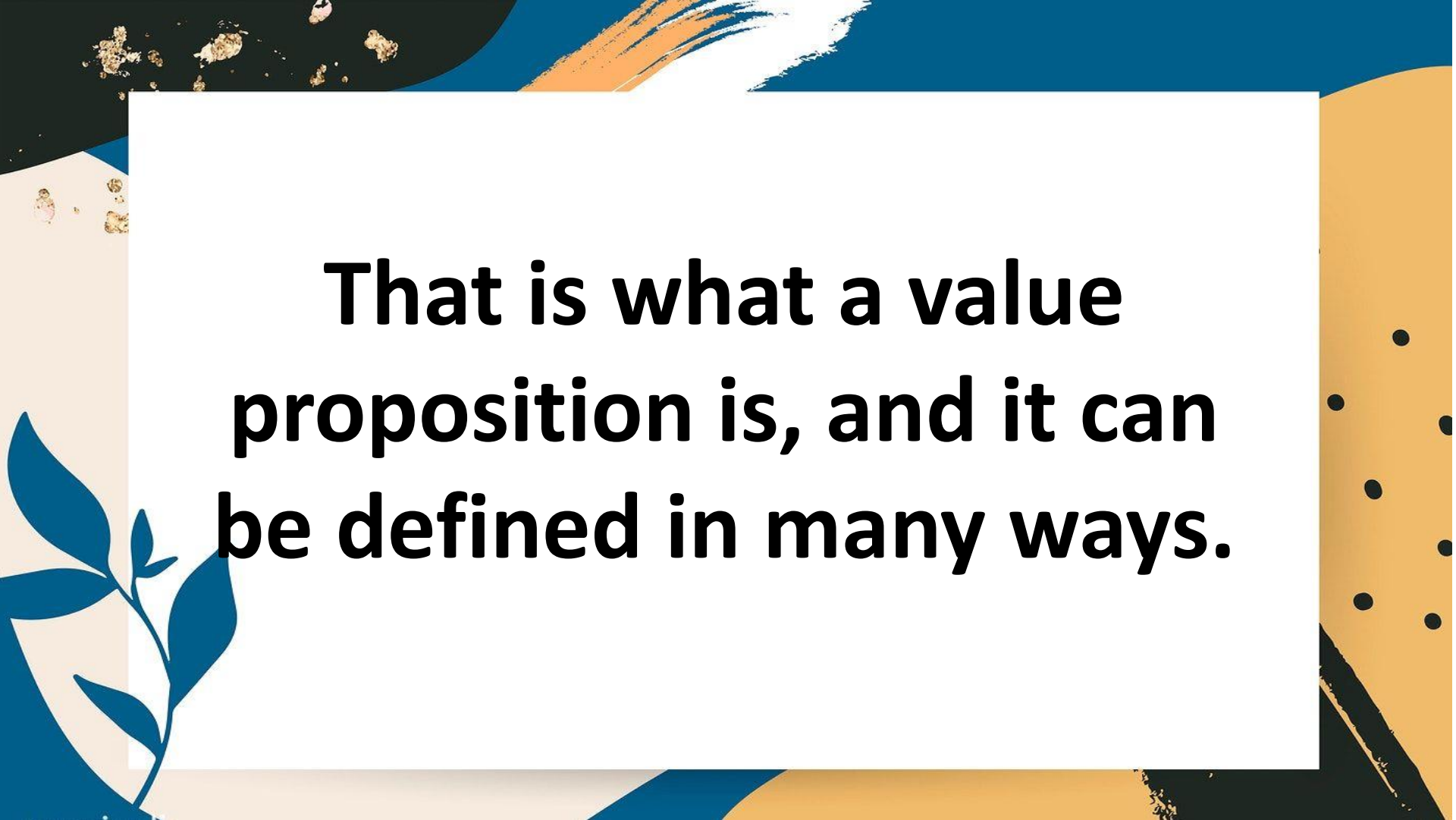
Discover what you can offer that your competitors can't—and be the best at it



Defining Your Value Proposition



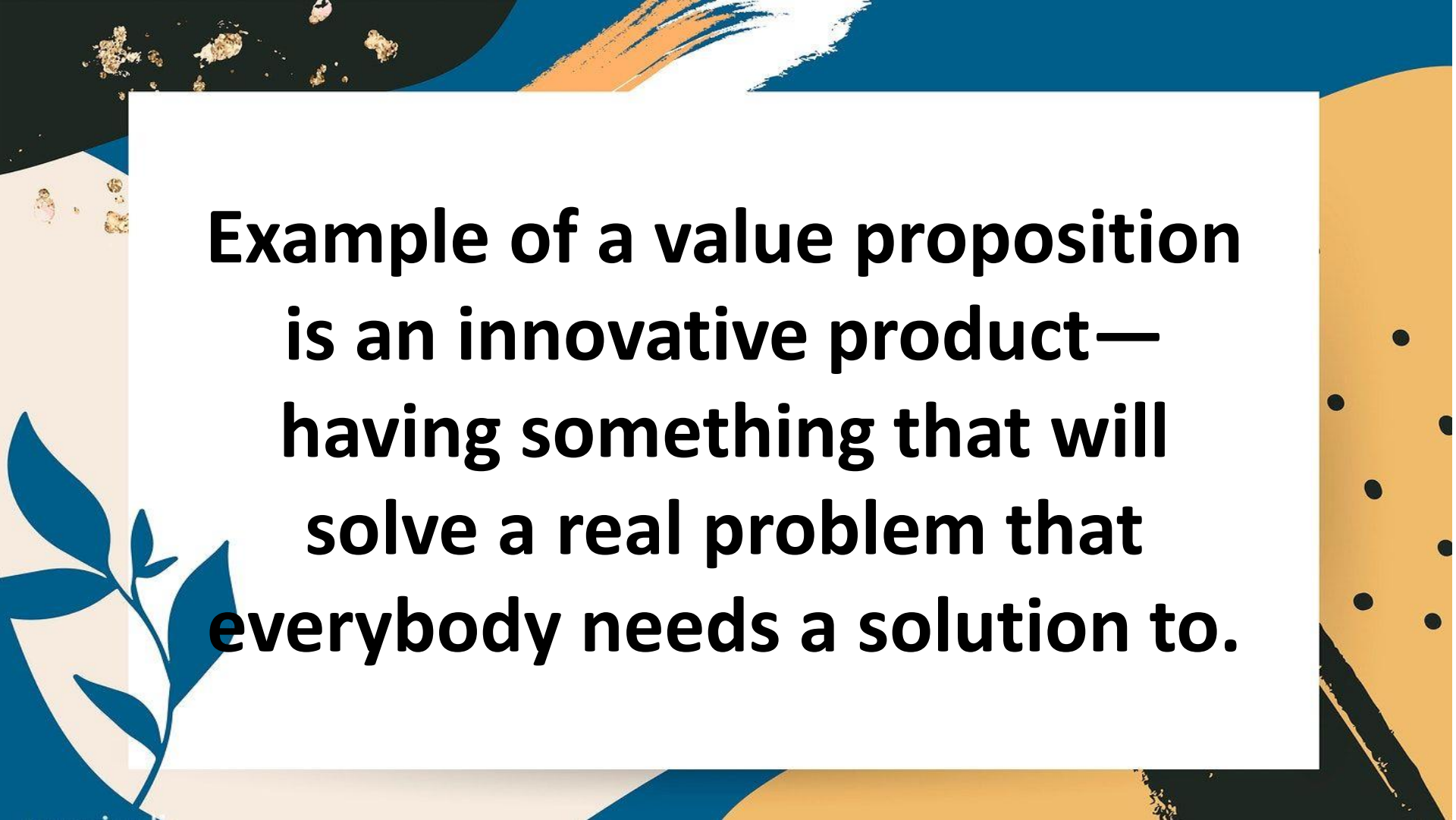
Being the go-to business for a product or service because you fill a niche is a highly valuable asset to have.



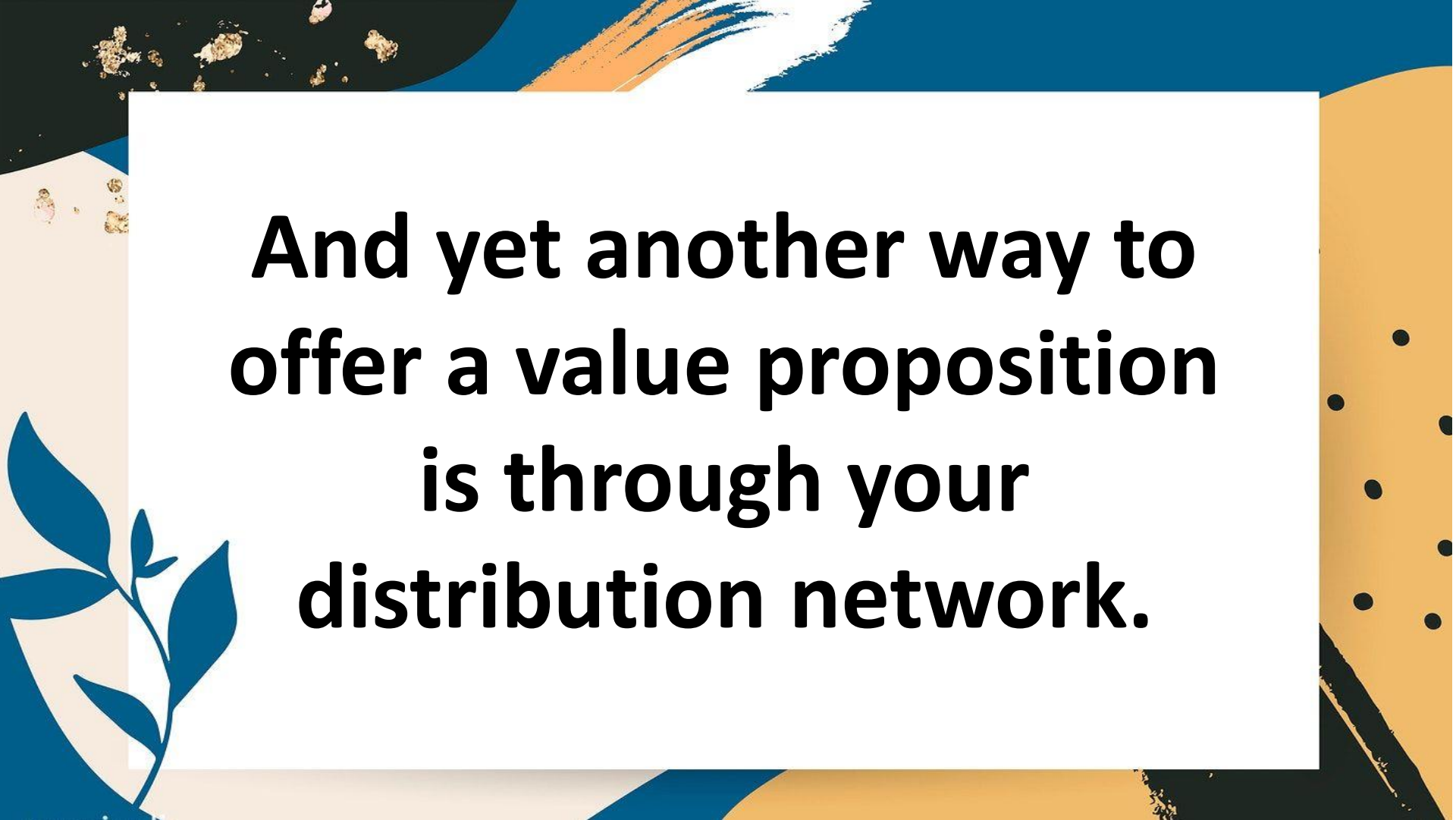
That is what a value proposition is, and it can be defined in many ways.



***One way is to be the business
with the lowest costs.***



**Example of a value proposition
is an innovative product—
having something that will
solve a real problem that
everybody needs a solution to.**



**And yet another way to
offer a value proposition
is through your
distribution network.**



**LET'S OBSERVE
ANOTHER
REAL-LIFE EXAMPLE**

**COCA-COLA IS WITHOUT A
DOUBT HUGELY SUCCESSFUL.**



**It can't be denied that the brand has
been marketed extremely well**



In reality what really differentiates Coke from its competitors is its colossal distribution network.



**GO ANYWHERE
IN THE WORLD**

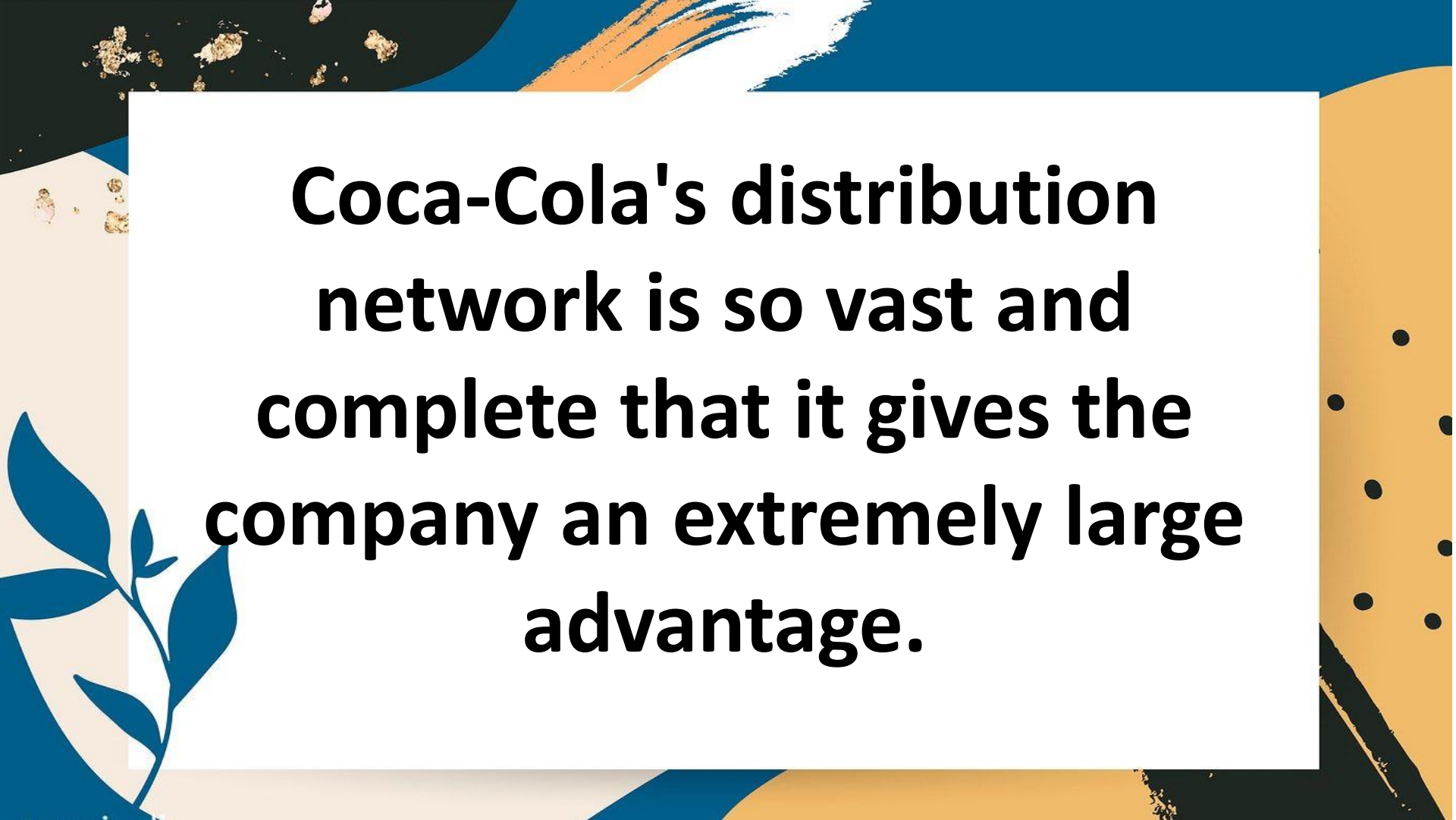




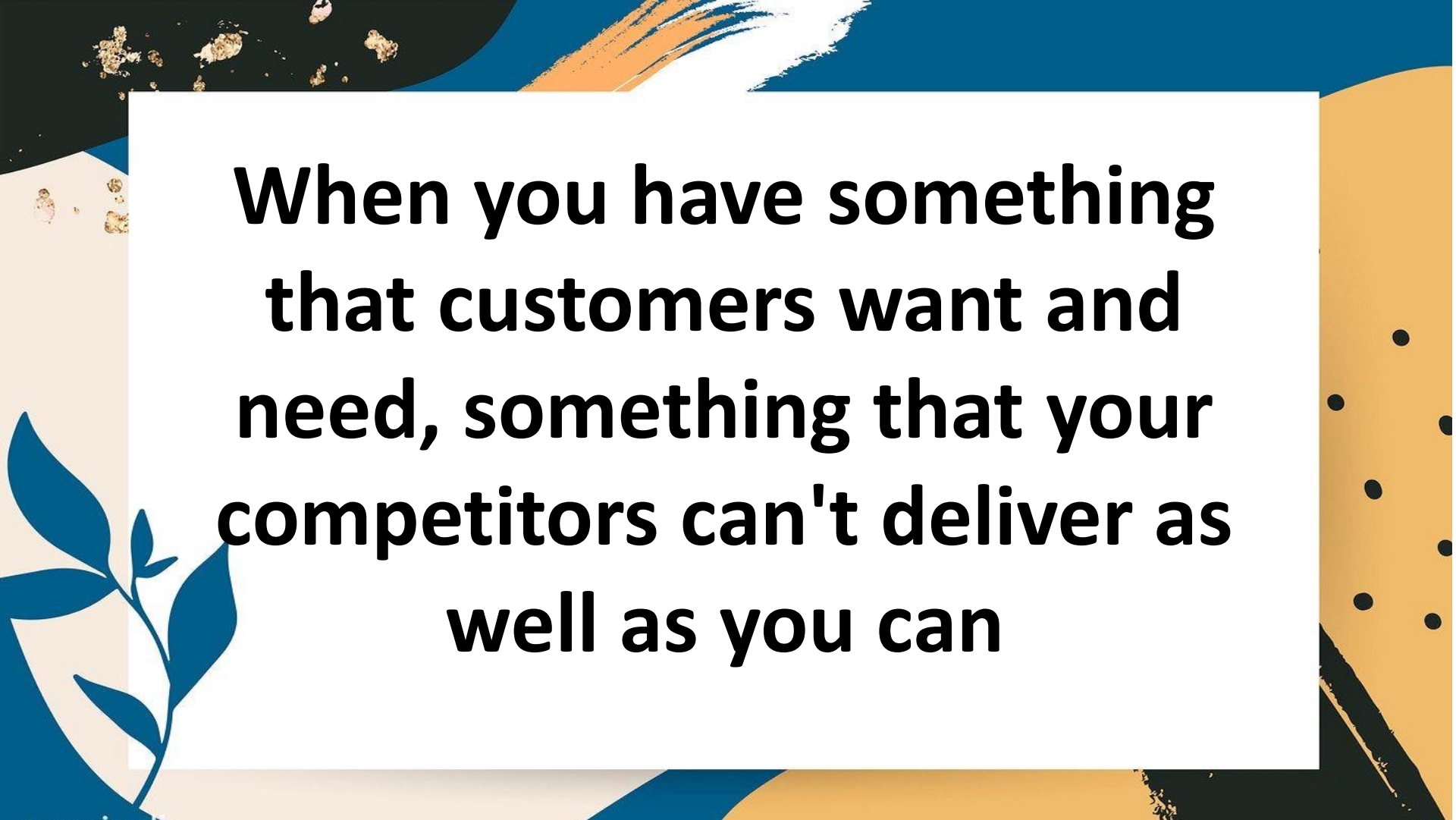
New York City, a small town in Ireland, or the South American metropolis of São Paulo—and what will you find? and what will you find?

A COKE MACHINE





Coca-Cola's distribution network is so vast and complete that it gives the company an extremely large advantage.



**When you have something
that customers want and
need, something that your
competitors can't deliver as
well as you can**



**The next important thing
to do is to communicate
that fact effectively.**



**Not just on your website,
but in every single aspect
of your marketing plan.**

SETTING OBJECTIVES



At the end of it all, a digital marketing plan is designed to expand your business, so you have got to have business objectives.



Setting objectives as part of your digital marketing plan provides



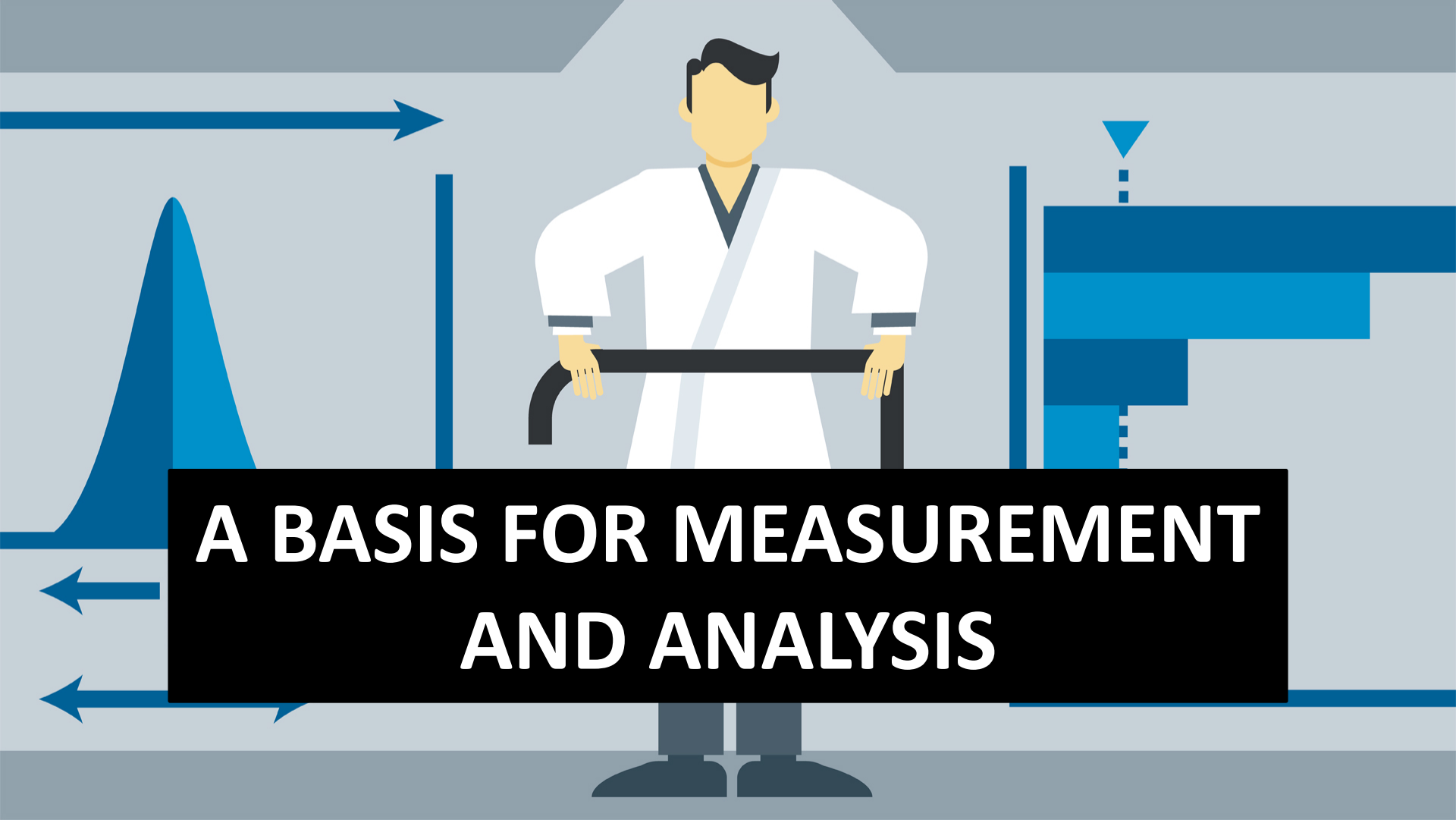
STRUCTURE

DEFINED TARGETS



ACCOUNTABILITY FOR ROI





**A BASIS FOR MEASUREMENT
AND ANALYSIS**

BEING SMART





Being Smart- There's nothing more demotivating than setting targets that are unattainable.



**IT'S WORSE THAN TRAINING FOR A MARATHON AND
DISCOVERING THAT YOU HAVE MISCALCULATED THE
DISTANCE AND THERE'S A LONG WAY TO GO.**

BE SMART





KNOWING YOUR FOCUS



There are different types of objectives, and when you plan your campaign you have to decide which one you need to home in on.





What exactly do you want to achieve with your digital marketing campaign?

**KEY
OBJECTIVES
INCLUDE**





Business objectives focus on generating a certain number of sales or level of revenue over a year.



Audience objectives focus on adding new audiences or making an existing one more aware of your product

Product objectives
focus on launching
test products or new
products.



Brand objectives
focus on building
brand awareness, so
people know who
you are.





Marketing objectives focus on building awareness of your brand in different markets.

Channel Suitability

The background features a large, abstract graphic composed of overlapping, rounded shapes. A prominent white shape is on the left, partially overlapping a larger blue shape on the right. A dark grey shape is visible in the upper right corner, overlapping the blue shape. The overall aesthetic is clean and modern.



Your choice of channels will be based on understanding a particular audience.

A MOTHER, A HOMEMAKER

OWNS A SMART PHONE



OWNS A LAPTOP



READ BLOGS



**SPEND LESS TIME ON
YOUTUBE**



LESS SPENDING ONLINE



READ NEWSPAPER



A YOUNG GUY

OWNS AN IPHONE



PURCHASES ONLINE



SPEND MOST OF HIS TIME ON YOUTUBE



READ BLOGS



LOVE OFFERS VOUCHERS & COUPONS



HE LOVE USING FACEBOOK, INSTAGRAM, AND SNAPCHAT AND OTHER MEDIA .



A BUSINESS PERSON



OWNS A SMART PHONE



USES EMAIL



HAS A
MACBOOK



USES FACEBOOK,
LINKEDIN,
WHATSAPP & INSTA



REFER WIKEPEDIA



HAVING
MULTIPLS
CREDIT /DEBIT
CARDS



**ALL CUSTOMER
PROFILING ARE
DIFFERENT**



So you will engage with him in a
different way.



A collage of several US one-dollar bills, slightly overlapping and tilted. The bills are light green and white, featuring the portrait of George Washington. The word "BUDGET" is written in large, bold, black capital letters inside a white rectangular box with a black border, centered over the bills. The background is filled with the intricate patterns and text of the currency, including "THE UNITED STATES OF AMERICA" and "FEDERAL RESERVE NOTE".

BUDGET



As with digital marketing objectives, there are many different types of costs.



Media spend. Third-party costs,
such as AdWords or display
advertising.




Digital media. The text, visuals, and graphics that will make up the content for your website and social media channels.



PEOPLE COSTS.

The amount you will have to spend on internal and/or external staff.



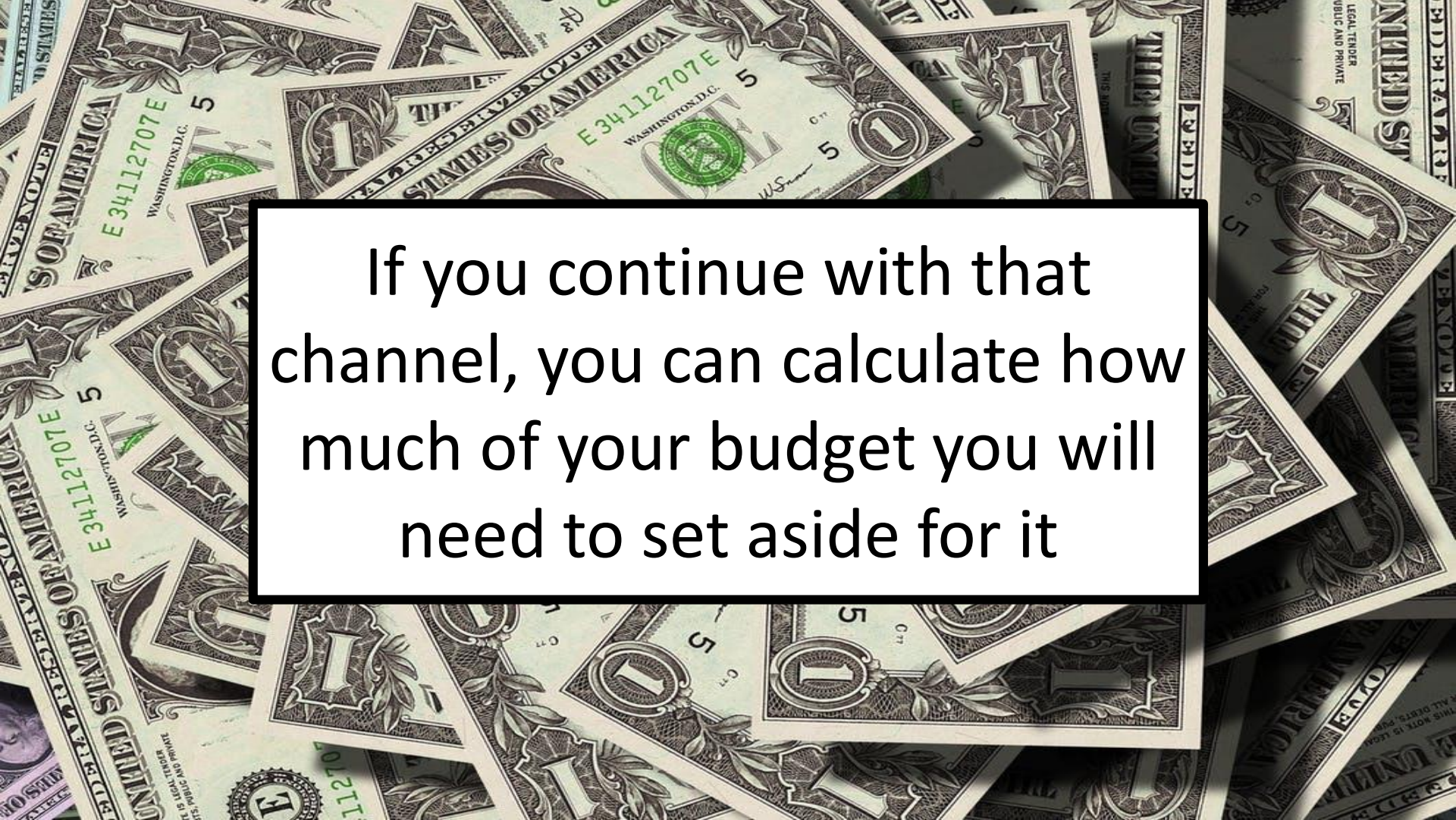
The beautiful thing about digital marketing is that in the online world, testing is an option.



Before investing a huge chunk of your budget towards something like PPC advertising, run a little test to learn how much the channel may cost for the duration of a complete campaign.



Use this test as the barometer, and then set your budget based on the test

The background of the image is a dense, overlapping pile of US one-dollar bills. The bills are oriented in various directions, creating a textured, busy appearance. The green ink of the bills is prominent, with the words 'ONE DOLLAR' and 'THE UNITED STATES OF AMERICA' visible on several bills. The serial number 'E34112707E' is clearly visible on multiple bills. The bills are scattered across the entire frame, with some overlapping others, creating a sense of depth and abundance.

If you continue with that channel, you can calculate how much of your budget you will need to set aside for it



C₃ O₁ N₁ T₁ E₁ N₁ T₁



Content is the
pretty bow on
your digital
marketing
campaign gift box.

**That's why you have
to be strategic when
building it into your
action plan.**



The content you publish on your website or through social media must engage your audience immediately and over time.



TOOLS



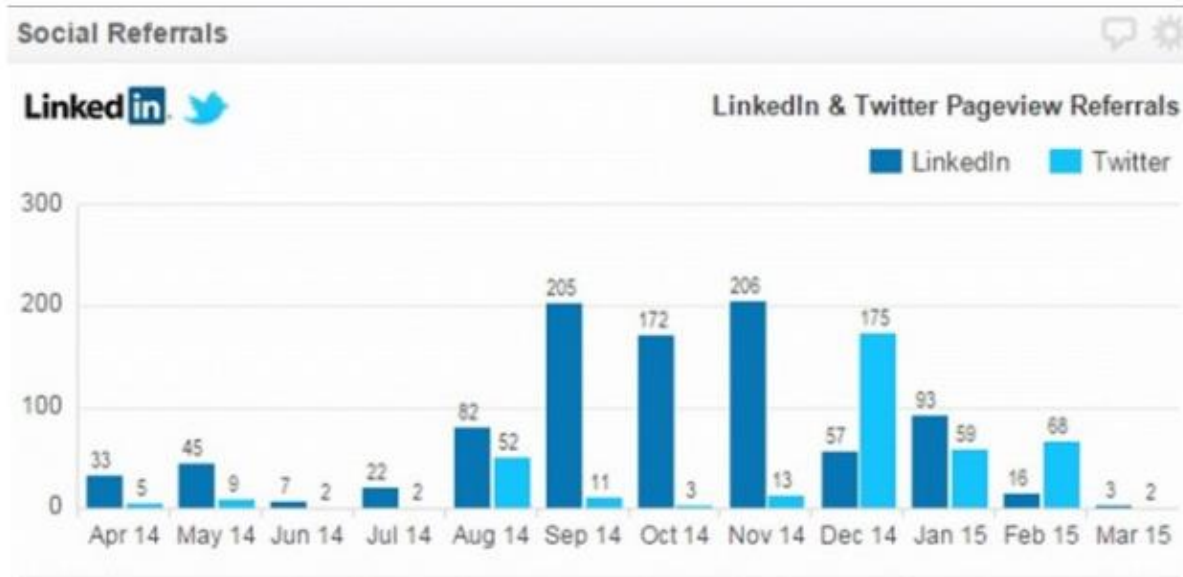
It is possible to produce KPIs to illustrate and visualize lots of different information from different sources by using Google's Social Referrals tool



Which covers everything in one place



Google Social Referrals Tool



Social Media Referrals Last 30 days

Source	Pageviews	Sessions	Avg Time	Avg Page #	Bounce Rate
Facebook	60	40	1m:9s	1.50	72.5%
LinkedIn	4	3	0m:2s	1.33	66.7%
TripAdvisor	1	1	0m:0s	1.00	100.0%
Twitter	4	4	0m:0s	1.00	100.0%



CALENDARS

It is highly useful to create a calendar that enables you to map out your campaign on a week-to-week or monthly basis



STEP 4:
ANALYSIS

1.APPROACH

2.AUDIENCE

4.ANALYSIS

3.ACTIVITIES



You should always be keeping an eye on what is working for you and capitalizing on what's successful.



Analysis is an ongoing element of your digital marketing campaign that allows you to keep track of and maximize your online activities



**STRATEGY
AND
PLANNING
PROCESS**

***KEEP THE WHEEL
SPINNING***

1.APPROACH

2.AUDIENCE

4.ANALYSIS

3.ACTIVITIES




FOCUS ON GOOGLE ANALYTICS



Google
Analytics

A high-angle, slightly blurred photograph of a large, diverse crowd of people walking in a public space, likely a transit hub or a busy city square. The people are dressed in casual to business-casual attire. In the center of the image, there is a prominent text overlay.


IT HELPS FOR

A high-angle, slightly blurred photograph of a large crowd of people walking in a public space, likely a transit station or a busy street. The people are dressed in casual to business-casual attire. In the center of the image, there is a semi-transparent pink rectangular box containing bold black text.

**Keeping track of where
your audience members
come from.**

A high-angle, slightly blurred photograph of a large, diverse crowd of people walking in a public space, likely a transit hub or a busy street. The people are dressed in casual to business-casual attire. In the center of the image, there is a semi-transparent pink rectangular box containing the text "HOW OFTEN THEY COME." in a bold, black, sans-serif font.

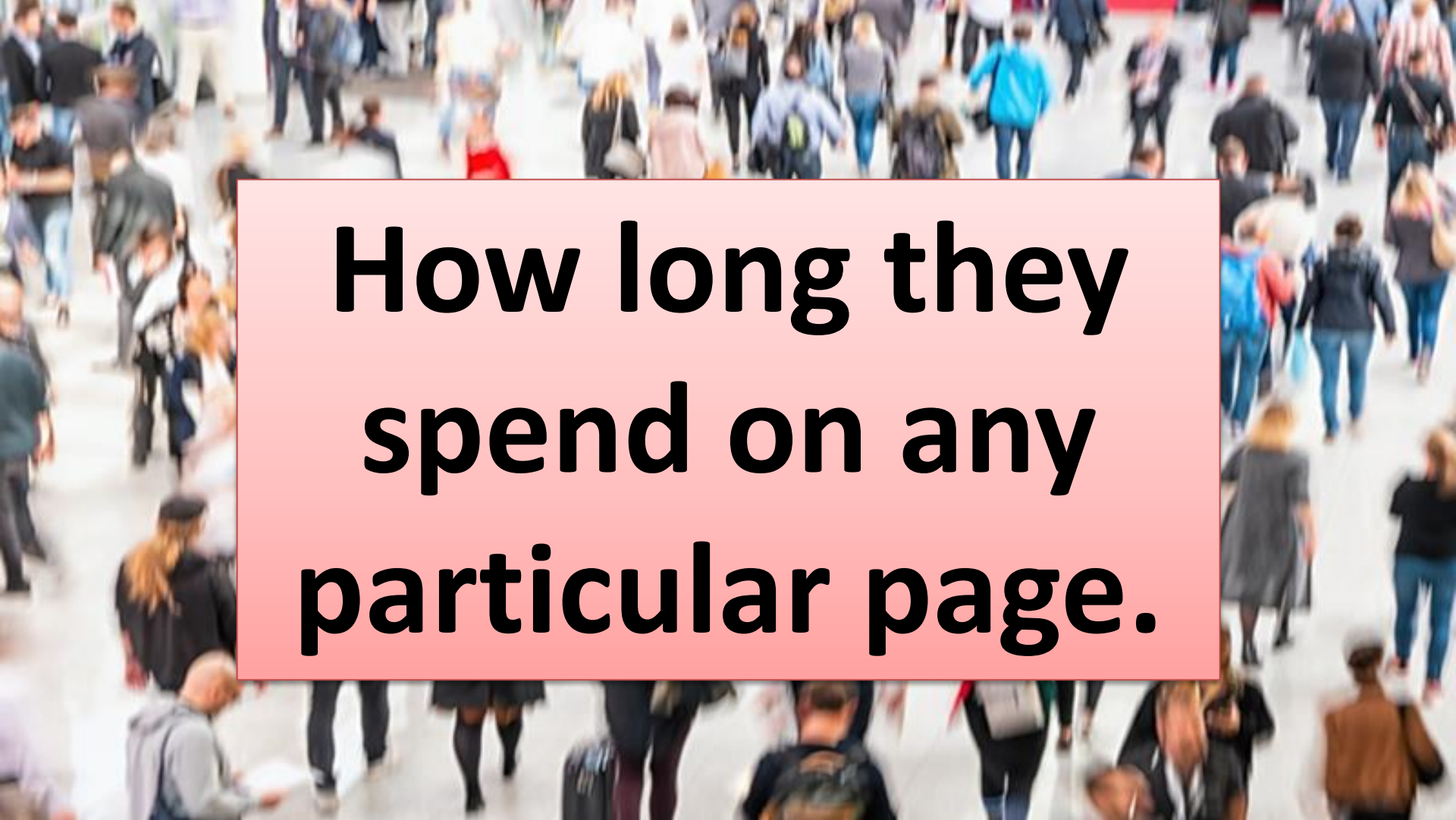
**HOW OFTEN
THEY COME.**

A high-angle, slightly blurred photograph of a large crowd of people walking in a public space, likely a transit station or a busy city square. The people are dressed in casual to business-casual attire. In the center of the image, there is a large, semi-transparent pink rectangular box containing the text "How they move through the site" in a bold, black, sans-serif font.

**How they move
through the site**

A high-angle, slightly blurred photograph of a large crowd of people walking in a public space, possibly a transit station or a busy street. The people are dressed in casual to business-casual attire. In the center of the image, there is a large, semi-transparent pink rectangular box containing the text "HOW ENGAGED THEY ARE." in bold, black, uppercase letters.

**HOW ENGAGED
THEY ARE.**



**How long they
spend on any
particular page.**

A high-angle, slightly blurred photograph of a large crowd of people walking in a public space, possibly a transit station or a busy street. The people are dressed in casual to business-casual attire. In the center of the image, there is a large, semi-transparent pink rectangular box containing the text "WHAT THE MOST POPULAR TOPICS ARE" in bold, black, uppercase letters.

**WHAT THE MOST
POPULAR
TOPICS ARE**

RETURN ON INVESTMENT



***There are many
ways to calculate
ROI. Let's return
to the trusty
example of
vitamin oil***



The objective of the Vitamin Oil company is to increase the percentage of search results pointing to their website.



The company estimates that 25,000 unique searches are made per month through Google for a particular relevant search term: : lemon flavor Vitamin Oil



***So its aim now is to
attract 10 percent
of those searches
to its website—
2,500 visitors.***



Out of those, the aim is to convert 2 percent of those visitors—50 inquiries—so that they become leads.



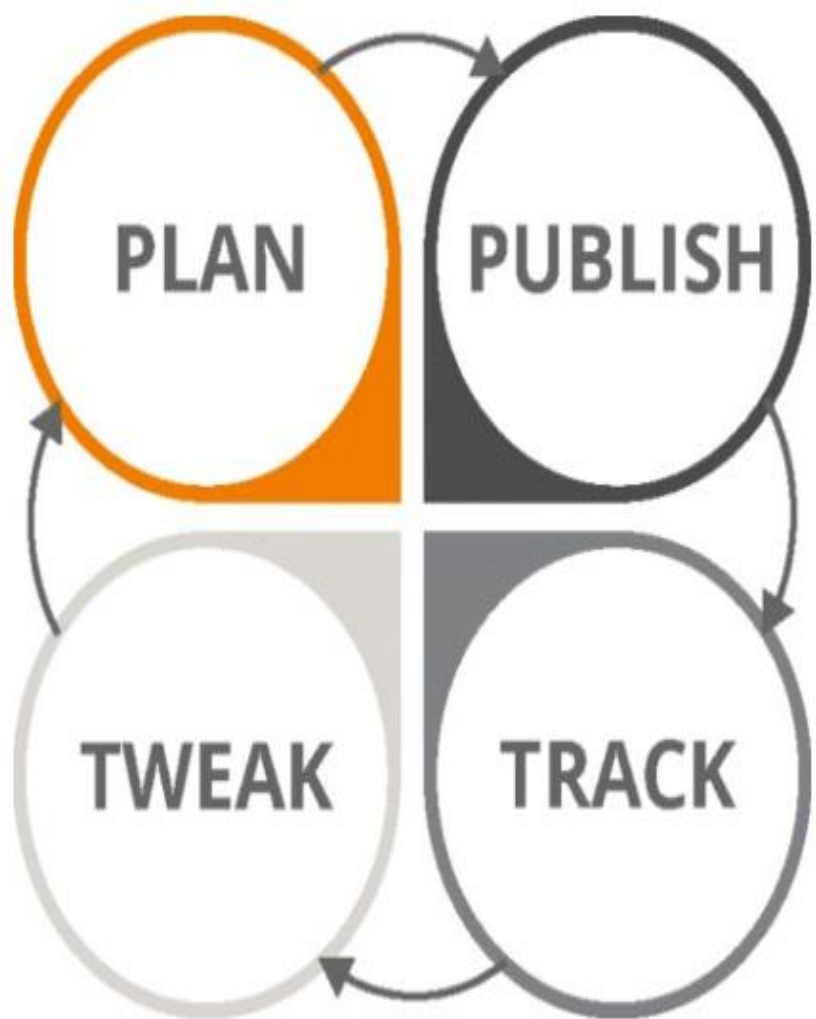
***If 50 percent of
those inquiries
qualify as good-
quality leads, 25
inquiries become
sales***



***A conversion
rate of one
in four***



**STRATEGY AND
PLANNING IS A
NEVER-ENDING
CIRCLE**



***Maximize
what works
and ditch
what does not***



***Most importantly,
learn from what your
analytics reveal and
your mastery of
understanding
audiences will be
unyielding!***



***Before
concluding, let's
take an
example:
Facebook.***



Examine your most popular posts and take close note of who is engaging with those posts—



***Remember that
they may not
“like” the post
or share it***



Track what kinds of posts get the most comments, as opposed to the posts that people like but do not interact with.



***Then, you can
tweak(pull)
the way you
post***



***Publish, learn, track,
tweak(pull)...and
ultimately maximize
what works.***



CONVERT YOUR PC/LAPTOP INTO A MONEY-MAKING MACHINE

Make digital wealth through
Blockchain Technology
& Affiliate Web Mining

- Make money without spending much time online
- No specific skills required

FREE LIVE WEBINAR

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OCT 2020 | **6PM (AST)**



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Thank
you





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