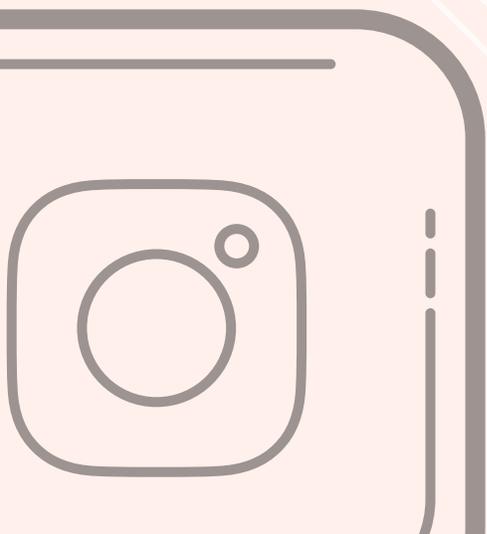




The Digital Buzz

DIGITAL MARKETING STRATEGY TEMPLATE

*Your companion to creating or updating your
Instagram® strategy.*



Actionable Instagram® Guide.
www.thedigitalbuzzus.com
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INTRODUCTION

Congratulations on taking steps to improve your Instagram® strategy! We hope you find it useful when creating or refining your plans to make better use of the fantastic opportunities available for you.

Many organizations are doing Digital Marketing but they don't have a strategy. Digital channels are still relatively new and fast-changing, so many businesses haven't responded adequately and their business is at risk.

We believe that businesses need to first define a separate digital plan to quantify the case for investment in Digital Marketing. Then move to an integrated approach where it's part of your entire marketing strategy.

Make sure your digital plan is well integrated with all marketing communications aligns with your business objectives.

PLANNING SYSTEM



1. PLAN

Build an agile approach to Digital Marketing that responds to market habits.



2. REACH

Publish and promote your content, allowing sharing to other networks.



3. ACT

Be worth finding via clear customer journeys and a content hub that is useful and inspirational.



4. CONVERT

Capitalize on marketing investment using optimization and remarketing.



5. ENGAGE

Thrilled customers are key to social media marketing, social proof and repeat sales.



1. PLAN

Create a Digital Marketing Strategy



OPPORTUNITY

Review marketplace and set objectives. Start with these activities to define your opportunities:

- Review Digital Marketing capabilities.
- Analyze performance using KPI's.
- Summarize customer insight in customer personas and journey maps.
- Audit brand and competitors.
- Define objectives to evaluate opportunities.

STRATEGY

Review your digital proposition and communicate it using digital targeting techniques:

- Select target market segments & personas.

- Define your online value proposition including brand positioning & revenue.
- Review marketing mix for online options for the 4Ps: Product, Price, Promotion & Place.

ACTION

Implement and manage digital communications:

- Build your audience by integrating paid, owned and earned media.
- Use content marketing and persuasion to prompt interaction.
- Use conversion rate optimization to boost online sales.
- Develop customer loyalty and repeat sales.

2. REACH

Grow your online audience



FOLLOW



OPPORTUNITY

Reach involves building awareness of your brand, products and services through search engines, social networks, publishers and blogs.

- Review effectiveness of current digital media in Analytics.
- Review current digital media and opportunities to improve.
- Harness customer purchase intent through Search and Social Media using content marketing.

STRATEGY

Your online customer acquisition strategy should:

- Define key brand messages to grow audience awareness, familiarity and intent.

- Select relevant media & targeting.
- Link to your content strategy.
- Prioritize channel media spend, summarized in a conversion-based media plan.

ACTION

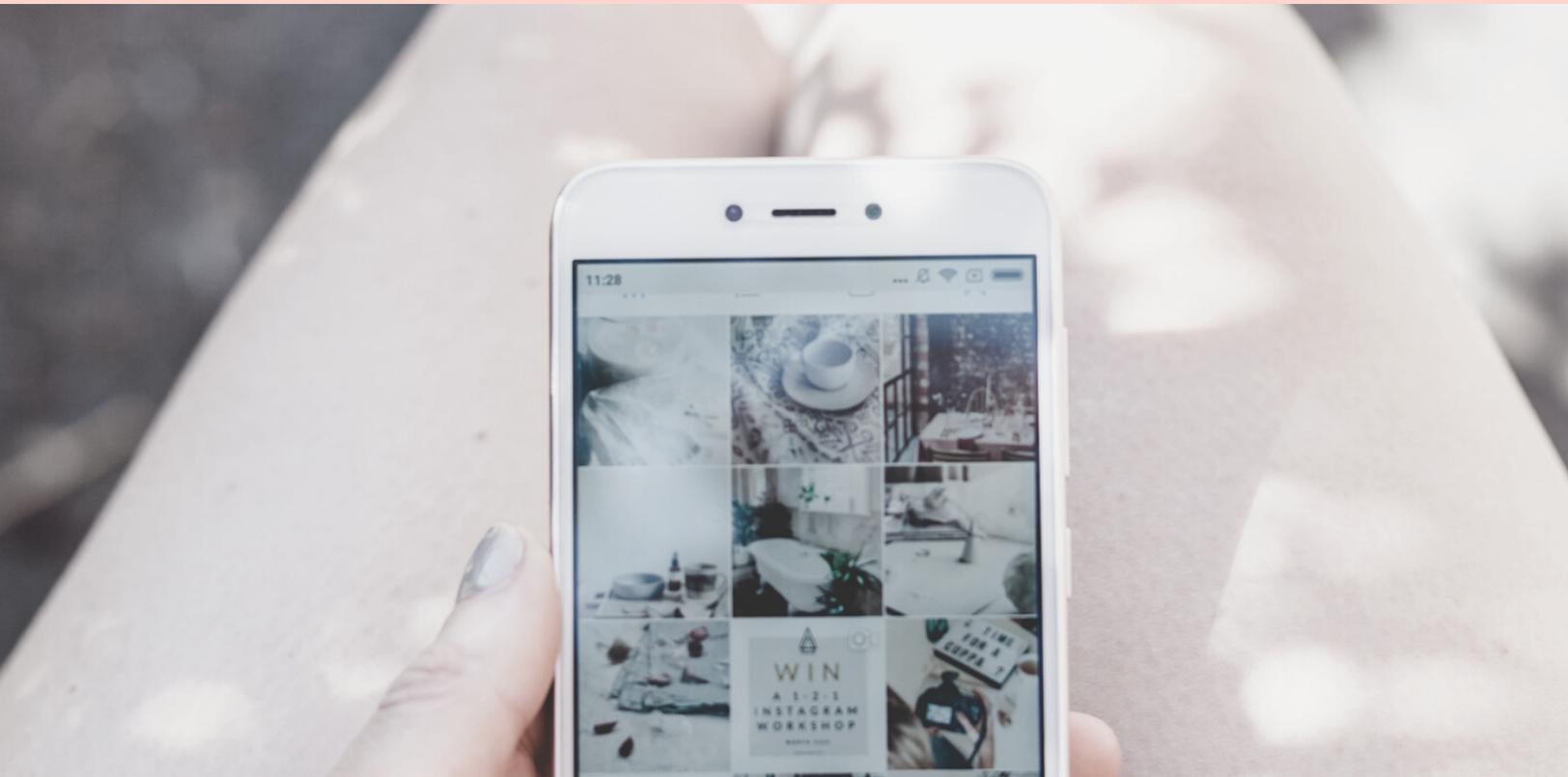
Optimize your digital communications.

- PR, influencer outreach and SEO.
- Optimize Google AdWords (paid search).
- Review opportunities from Display Advertising.
- Review relevance of affiliate and partner marketing.
- Social media marketing optimization.

*Buyer Stage: **EXPLORATION***

3. ACT

Encourage brand interactions and leads



OPPORTUNITY

Act is short for **Interact**. It's about persuading site visitors or prospects to take the next step, so they get to the purchase phase.

- Review customer journeys for desktop-mobile visits using analytics.
- Review social media engagement rates.
- Define goals for measuring customer interactions.

STRATEGY

Prioritize content marketing and customer journeys.

- Define customer personas.

- Define content marketing plan.
- Create website plan including lead profiling.

ACTION

Manage content marketing and lead generation.

- Create campaign plan, editorial calendar and outreach plan.
- Create content assets including video marketing.
- Improve landing pages and site page.
- Personalize copy to speak to ideal target demographic.

Buyer Stage: DECISION MAKING

4. CONVERT

E-commerce process, product & promotion



OPPORTUNITY

This is the conversion from lead to sale. It involves getting your audience to take the next step.

- Create and review conversion funnels and paths to purchase.
- Review multi-channel interactions to increase revenue per visit.
- Review analytics and customer feedback.

STRATEGY

Create an approach for conversion rate optimization.

- Define how key online communications drive sales (search, email, social).

- Define offline integrations paths to purchase.
- Capitalize on marketing investment using remarketing to ensure relevance and conversion.

ACTION

Manage continuous improvement of conversion.

- Implement optimization through test plan for AB tests and experiments.
- Implement lead retargeting programs using site personalization, display retargeting and email.
- Optimize ROPO behavior (Research Online-Purchase Offline).

Buyer Stage: PURCHASE

5. ENGAGE

Build customer loyalty and advocacy



OPPORTUNITY

This is long-term engagement to build advocacy or recommendations through word-of-mouth.

- Review potential to increase customer activity levels.
- Review customer satisfaction drivers.
- Review effectiveness of customer communications.

STRATEGY

Define plan to improve customer retention and engagement.

- Create customer engagement plan.

- Create online personalization and merchandising plan for incremental revenue.
- Create customer contact plan (email marketing & social media).

ACTION

Implement online customer communications plan.

- Implement and refine personalization rules.
- Customer onboarding including event-triggered personalized emails and newsletters.
- Manage social media and email campaigns for customer engagement and advocacy.



Buyer Stage: ADVOCACY

WHAT NEXT

A Digital Marketing strategy should...



1

Be informed by research into customer channel behavior and marketplace activity (intermediaries, publishers and competitors).



2

Based on objectives for future online and offline channel contribution %.



3

Define and communicate the differentials of the channel to encourage customers to use it.



4

Manage channel integration and prioritize audiences targeted through each channel.



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