



DIGITAL MARKETING

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LECTURE 08: PLANNING →



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INTRODUCTION



INTRODUCTION

01 Introduction to Digital marketing planning



➤ **Digital marketing plans** must support, and be integrated with marketing plans and eventually with business plans.



SITUATION ANALYSIS



SITUATION ANALYSIS

02 Situation analysis

- Customers
- Competitors
- Partners
- Competencies
- Performance/ results
- Market trends



SITUATION ANALYSIS

02 Situation analysis

➤ Customers

- Who are they?
- What they want?
- Why they want?
- When they want?
- Where they want?
- How they purchase?



SITUATION ANALYSIS

02 Situation analysis

➤ Partners

- Intermediaries
- Affiliates
- Influencers
- Marketing marriages/strategic alliances
- Link partners
- Syndication partners
- Advertising partners



SITUATION ANALYSIS

02 Situation analysis

- Competencies: Strengths (S) and weaknesses (W)
 - Customer database
 - Online customer care
 - Website
 - Integrated database
 - Opt-in email campaigns
 - Web links
 - Display ads or sponsorship
 - Mobile marketing



SITUATION ANALYSIS

02 Situation analysis

➤ Performance (KPIs)/Results: Strengths (S) and weaknesses (W)

- Unique visitors
- Conversion rate to different goals
- Total numbers of sessions or visits to a website
- Repeat visits
- Duration
- Most popular pages or most popular product
- Subscription rates
- Churn rates
- Click through rates
- Social media engagement and ROI



SITUATION ANALYSIS

02 Situation analysis

➤ Market trends: Opportunities (O) and threats (T)

PEST

- Political
- Economic
- Social
- Technology



SITUATION ANALYSIS

02 Digital SWOT analysis

The organization	Strengths-S	Weaknesses-W
Opportunities-O	SO strategies	WO strategies
Threats-T	ST strategies	WT strategies



OBJECTIVES



OBJECTIVES

01 The 5Ss objectives

- Sell
- Serve
- Speak
- Save
- Sizzle

02 RACE framework

- Reach
- Act
- Convert
- Engage



OBJECTIVES

S Specific	M Measurable	A Attainable	R Realistic	T Time-bound
<p>Do: Set real numbers with real deadlines.</p> <p>Don't: Say, "I want more visitors."</p>	<p>Do: Make sure your goal is trackable.</p> <p>Don't: Hide behind buzzwords like, "brand engagement," or, "social influence."</p>	<p>Do: Work towards a goal that is challenging, but possible.</p> <p>Don't: Try to take over the world in one night.</p>	<p>Do: Be honest with yourself- you know what you and your team are capable of.</p> <p>Don't: Forget any hurdles you may have to overcome.</p>	<p>Do: Give yourself a deadline.</p> <p>Don't: Keep pushing towards a goal you might hit, "some day."</p>



STRATEGY



STRATEGY

Goals

Objective 1

Objective 2

Objective 3

Digital Marketing Campaign 1.1

Digital Marketing Campaign 2.1

Digital Marketing Campaign 3.1

Digital Marketing Campaign 1.2

Digital Marketing Campaign 2.2

Digital Marketing Campaign 3.2

Digital Marketing Campaign 1.3

Digital Marketing Campaign 2.3

Digital Marketing Campaign 3.3



STRATEGY

AWARE	APPEAL	ASK	ACT	ADVOCATE
Search Banners Online video Buzz/viral	Banners Onlinevideo Website Search Blogs/Forums	Website Communities Newsletter Social networks WOM	Website Banners Communities Search Social networks Blogs/Forum	Social networks WOM Communities Blogs/Forums



ACTIONS



CONTROL

- KPIs need to be measured
 - Who measures what
 - How often
 - To whom (who takes appropriate actions arising?)

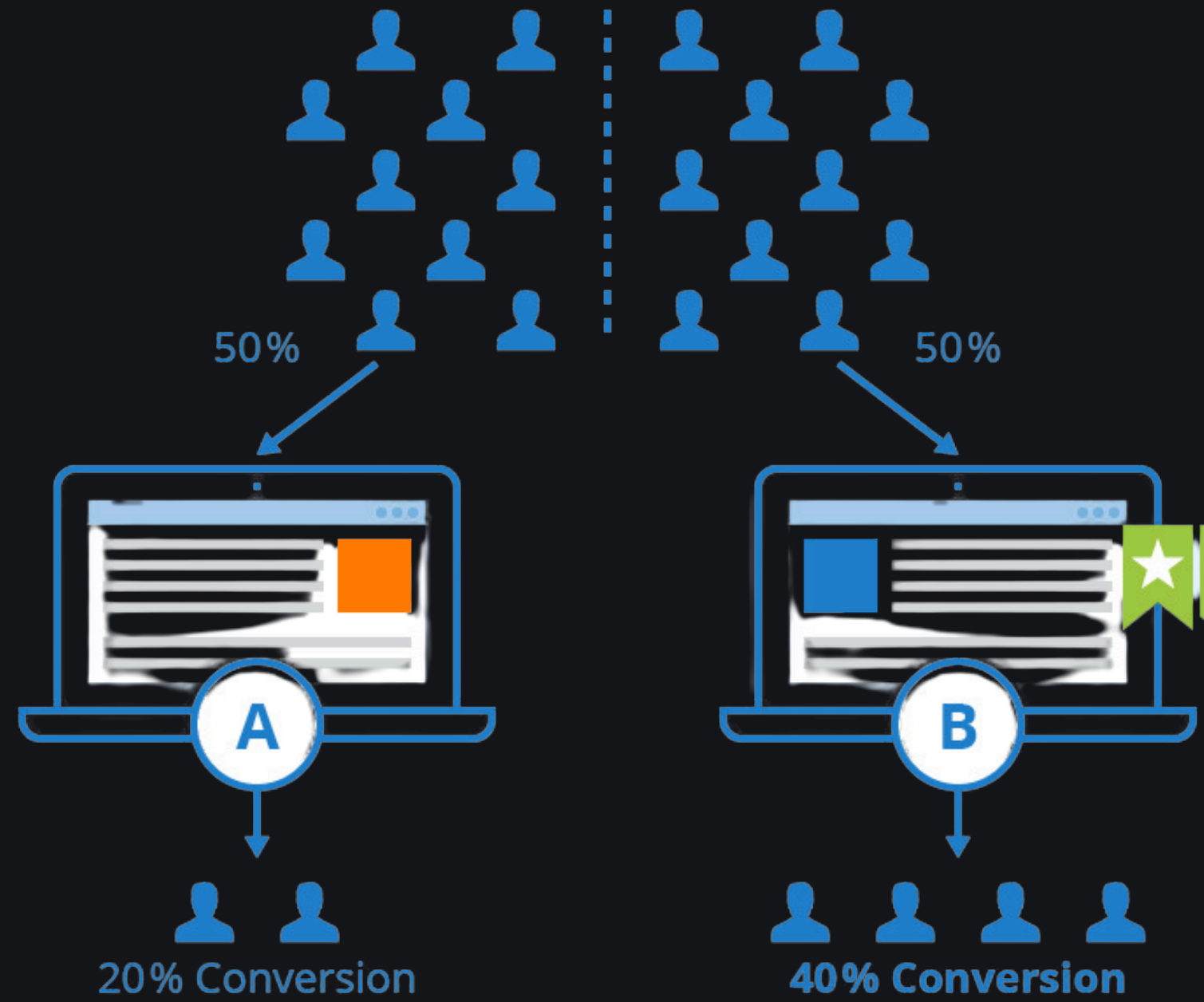


CONTROL

- KPI
- Tracking
- Web ANALYTICS
- Frequency of reporting



CONTROL





the end



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