



Queensland
Government



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Digital Marketing Plan Introduction

WORKSHOP



**Queensland
Government**

This project is proudly supported by the Queensland Government's Advance Queensland initiative in association with Tablelands Regional Council.



DIGITAL MARKETING PLAN INTRO



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WELCOME!

This workshop will cover how to develop a framework and understanding of a digital marketing plan for your business in order to define clear goals and objectives

1. Developing a digital marketing plan
2. Business Initiatives
3. Establishing SMART Goals
4. Getting to know your competition
5. Understanding who your customer is
6. SWOT Analysis
7. Marketing Strategy – the 7 P's
8. Analyse your tactics
9. Set your budget

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Developing a Digital Marketing Plan

Marketing is an important business function. It is present from beginning to end. It overlaps with sales and advertising, and its purpose is to understand your customers so that you can get people interested in your company, your products or your service.

Having a solid strategy in place is a good starting point for any marketing activity. Part of this strategy is developing a deeper understanding of what you are trying to achieve and the customers you want to target. There are many cost-effective ways to market your business and to evaluate return on investment.

Your marketing strategy should be guided by your business plan as this structure will help you focus on increasing your sales and drive towards your goals.



1. Business Initiatives

This part of your plan helps you segment the different ideas and initiatives you have for your marketing. This should be specific and for EACH project.

For example:

[Company name] has the ambitious goal of [overarching company goal]. To help the business do that, our marketing will pursue the following initiatives in [current year]:

Initiative 1

Description: [Example: *Over the next 12 months, we'll work on building a blog that becomes a go-to resource for our customers' burning questions -- and our number-one source of leads month over month.*]

Goal of initiative: [Example: *To increase our website's rank on Google and create critical top-of-the-funnel marketing content that helps our team start more conversations with new customers.*]

Metrics to measure success: [Example: *XXX organic page views per month / XXX content downloads per month*]

2. Establishing SMART Goals

Set your business goals

When setting goals it's critical to be as targeted as possible so you can effectively measure the outcomes against what you set out to achieve. A simple criteria for goal-setting is the SMART method:

We will cover this in other workshops as well, as this is a critical step within any planning strategy. Later in this workshop we will take this information and use it along with other information we generate to set marketing goals that align with your business goals.

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The graphic displays the acronym SMART in large white letters on a yellow background. Below each letter is a smaller white icon: 'S' has a target with an arrow, 'M' has a ruler, 'A' has a checkmark in a circle, 'R' has a crosshair, and 'T' has a clock face. Below the icons are the words: SPECIFIC, MEASUREABLE, ACTIONABLE, RELEVANT, TIME-BASED.

What are we trying to achieve?

Be Specific – Which channel?

Be specific by tactic

Be specific by what metric

What does success look like?

Can a number be put against it?

Is there a benchmark for comparison?

Can the metric be achieved?

Does it depend on others?

What challenges may prevent success?

Why is this important?

What value do these goals represent?

How will we know when we have met the goal?

How will progress be shared?

COMPLETE ACTIVITY | SMART GOALS

3. Market Research

Once you've set your goals it's time to research your market. Research should gather information such as the size, growth, social trends and demographics (population statistics such as age, gender and family type). It is important to keep an eye on your market so you are aware of any changes over time, so your strategy remains relevant and targeted.

Similarly, as part of your digital marketing plan you should develop a profile of your competitors by identifying their products, supply chains, pricing and marketing tactics. Use this to identify your competitive advantage — what sets your business apart from your competitors. You may also want to identify the strengths and weaknesses of your own internal processes to help improve your performance compared with your competition.

3. Market Research

Why do market research? By understanding your target market and buyer personas you'll also understand that they have choice when it comes to solving a problem or making a decision. To help differentiate your business from the competition it is critical you have know the gaps and opportunities that exist.

A competitor analysis will help you:

Identify potential customers	Who is likely to want or use your product/service? How old are they? Are they male/female/other? Are they married/single/divorced? Do they have children? Where do they live? What is their level of education?
Understand existing customers	Why do customers choose your product rather than a competitors? What do they value? Is it the level of service, product quality, or the prestige associated with your produce? Who influences their buying decision? What websites do they visit?
Understand competitors	It's important to understand who you direct and indirect competitors are. Who is targeting the same market as you? Once you know who they are, look at what they're doing. Is it working?
Develop effective strategies	Use your research findings to make informed marketing decisions about how to price, position, and promote your products or services.
Examine and solve business problems	If you've identified a business problem research will help you realise what is happening.
Identify business opportunities	Your research could identify business opportunities such as an under-served audience, changing market trends, population shifts, changes in leisure activities.

5. The SWOT Analysis

A SWOT analysis is a strategic planning technique that puts your business in perspective using the following perspectives: Strengths, Weaknesses, Opportunities, and Threats. Using a SWOT analysis helps you identify areas your business can improve and maximize opportunities, while simultaneously determining negative factors that might hinder your chances of success.



5. The SWOT Analysis

Here's an example for a SME restaurant:

Strengths	Opportunities
<ol style="list-style-type: none">1. World-class chefs2. Positive Reviews3. Years of service	<ol style="list-style-type: none">1. Solid current business location2. Ability to open more locations3. International cuisine is trendy on social media
Weaknesses	Threats
<ol style="list-style-type: none">1. We don't offer delivery.2. We've been told we're pricier than competitors in our area.3. We haven't added to the menu in years.	<ol style="list-style-type: none">1. New competitors are moving in next door.2. People will prefer delivery to dining in.3. Meal prep services are teaching people how to cook many of our menu items from home.

COMPLETE ACTIVITY | SWOT ANALYSIS

6. The 7 P's of Marketing

In marketing we often refer to the seven P's – the seven key aspects that you need to focus on when marketing your products or services. If you can choose the right combination across the seven aspects your marketing strategy is more likely to be successful.



6. The 7 P's of Marketing

Product – What are your core products or services?

Place - Where are your products and services seen, made, sold or distributed?

Price – How will you devise a pricing strategy for your products and services and how it will affect your customers and ensure you stay profitable and competitive?

Promotion – What are the best ways you tell your customers about your products or services?

People – How many staff do you need and what skills should they have? How will you train new staff?

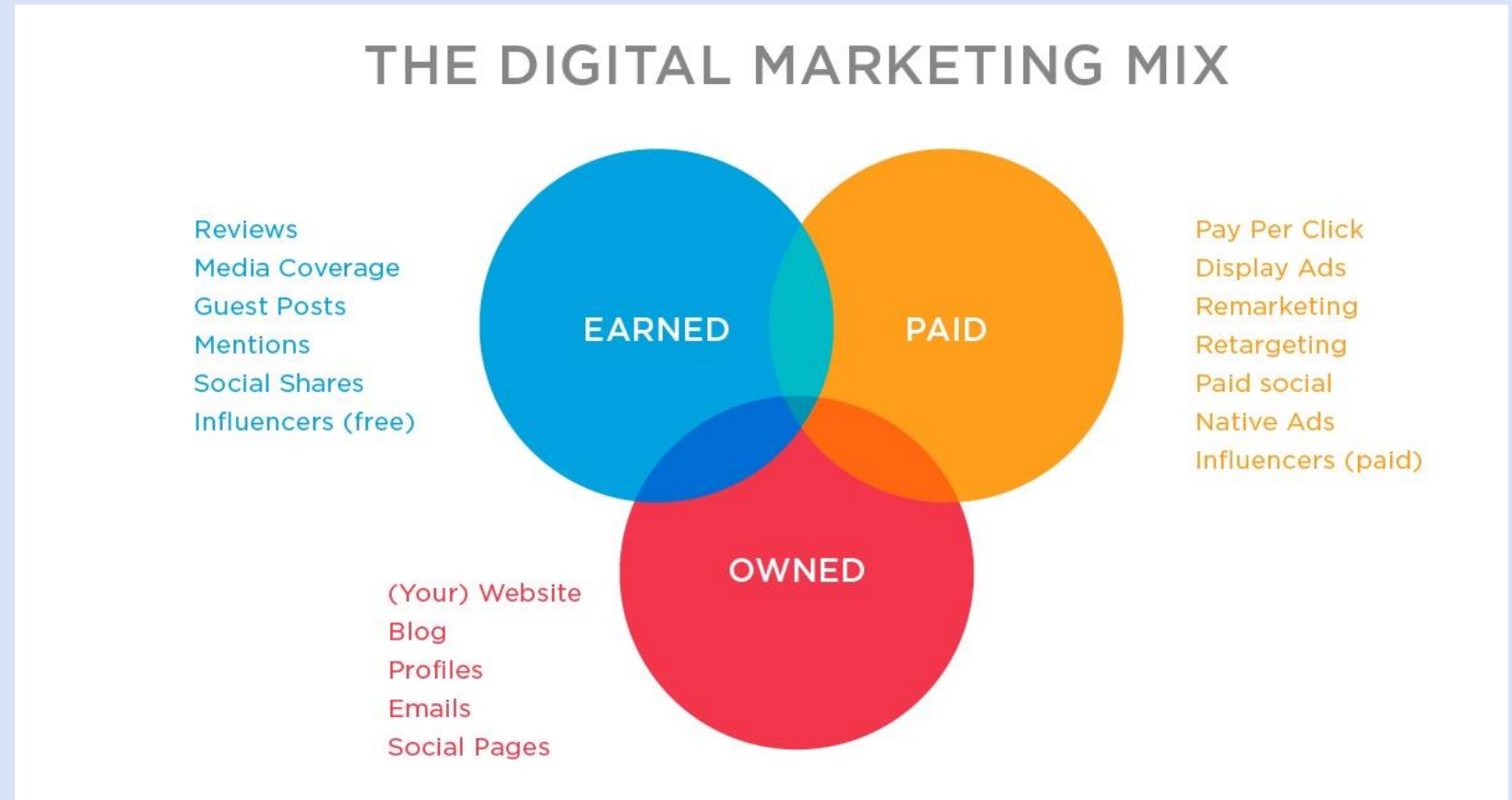
Process - Which processes or procedures do you need to develop to ensure you repeatedly deliver the same standard of service to your customers and increase efficiency?

Physical Evidence – Where will you sell your product and what does the customer see from the first moment of contact all the way through to purchase?

COMPLETE ACTIVITY | 7 P's

7. Analyse your tactics

Your plan will also include a list of your chosen channels, these will address both your identified personas and marketing goals. These can also be defined and categorised by either Earned, Owned or Paid.

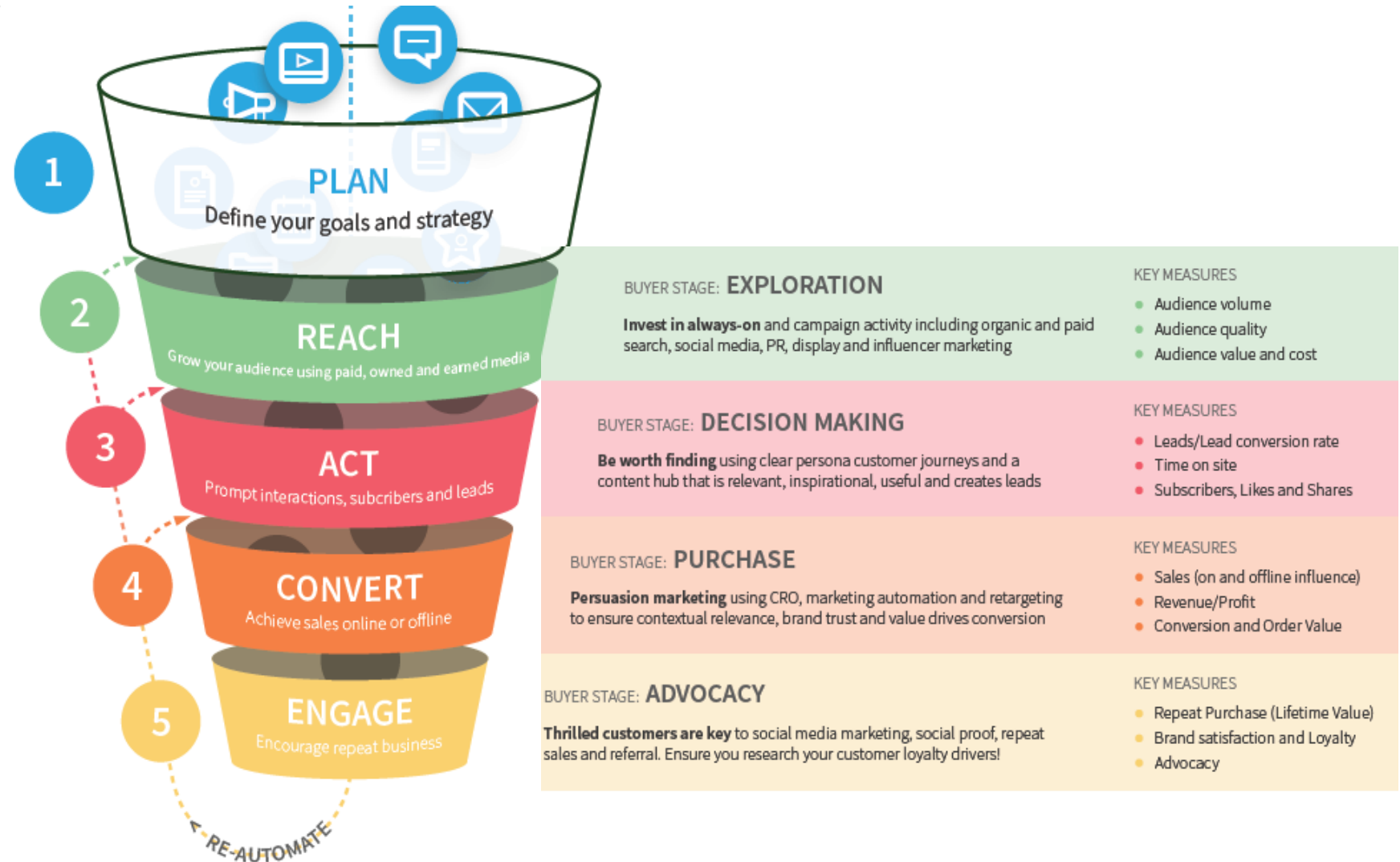


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7. Digital Marketing Channels



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8. Budget

Try and itemise this as much as possible and assign these breakdowns to each initiative. For example:

- Outsourced costs (photography or video capture)
- Paid promotions
- Marketing software

You can also begin to track these costs against your metrics and evaluate the initiative's effectiveness, the cost-per-lead and ultimately your return on investment (ROI)

