

THE DIGITAL MARKETING PLANNING FRAMEWORK

WHAT IS MARKETING?

Marketing aims to identify your potential customers, understand what motivates their decision to purchase and provide them with the products and services they need. Marketing can be offline, using traditional methods such as direct mail and personal selling, or it can be online using digital mediums including websites and social media.

WHAT IS ONLINE MARKETING?

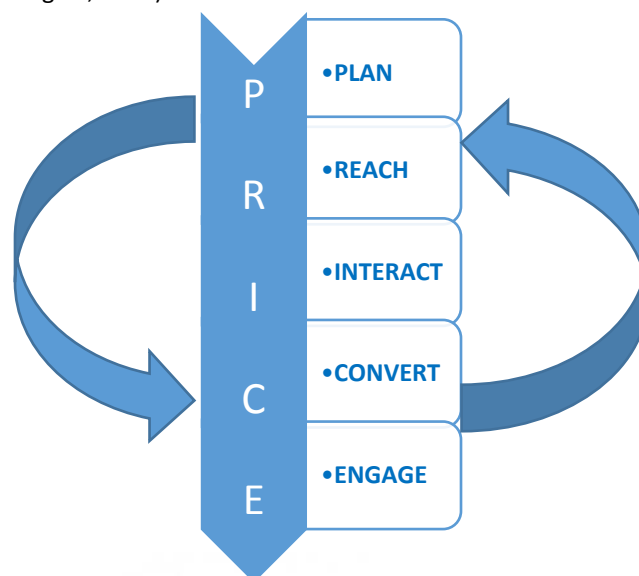
Online, or digital marketing, is any marketing activity that uses a digital media to achieve its objectives. This includes through the use of:

- **Digital devices:** Laptop, desktops, smart phones, televisions and gaming devices
- **Digital platforms:** Facebook, Instagram, Twitter, YouTube, LinkedIn and Google
- **Digital Media:**
 - **Paid:** Online adverts or paid for search results
 - **Owned:** Organisation-owned channels such as a website or blog account
 - **Earned:** Customer comments and reposts.

Digital marketing offers organisations a cost-effective way to interact with their target markets. It enables businesses to communicate with a larger, and more dispersed, audience than would be possible using offline methods. It allows them to personalise messages, monitor the success of campaigns and build targeted relationships.

HOW CAN I CREATE A DIGITAL MARKETING PLAN?

To ensure that your digital marketing activity achieves its objectives, it needs to be carefully planned. A digital marketing plan is one of the tactical plans that you will need to develop as part of your corporate strategy. A useful tool to use when developing your plan is the **PRICE framework**:
(Adapted from Smart Insights, 2020)



STAGE ONE: PLAN

Aim: To develop a digital marketing plan that is capable of supporting the objectives of the corporate strategy.

Key performance indicator:

- An effective digital marketing plan that is capable of contributing to the corporate objectives within a pre-agreed timescale, using approved resources.

STAGE TWO: REACH

Aim: Build awareness in the target market of your organisation, and its products or services, and use this awareness to drive traffic (customer visits) to your website.

Key performance indicators:

- Search engine ranking: the position your website was placed following an internet search.
- Number of unique customer visits per month. These are defined as the first time a customer visits your website.
- Number of new followers on social media
- Number of content shares

STAGE THREE: INTERACT

Aim: To provide the information and level of service needed to persuade your customers to buy your products and services.

Key performance indicators:

- Length of time spent on the website per visit
- The number of enquiries received in response to a call to action
- The number of shares, comments or likes to a social media post

STAGE FOUR: CONVERT

Aim: To convert a potential customer into an actual customer.

Key performance indicators:

- Number of new customers per quarter
- Average order values
- Profit contribution per sale once marketing expenses have been deducted

STAGE FIVE: ENGAGE

Aim: To encourage organisational champions to continue engaging with your business beyond their first purchase and to convert organisational opponents into champions.

Key performance indicators:

- Customer satisfaction levels
- The number of customers that clicked on remarketing adverts or responded to email campaigns
- The number and value of repeat purchases (known as customer lifetime values)