

THE DIGITAL MARKETING PLANNER

Your STEP-BY-STEP GUIDE

With
Annmarie Hanlon



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I need to create a digital marketing plan - HELP!

What does a digital marketing plan look like?

What's the difference between a digital and a traditional marketing plan?

How do I start to create a digital marketing plan?

Answers to these questions and more are waiting for you in this book

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Introduction

Creating a plan provides a roadmap to take you from one place to another. Plans ensure that you consider all the items needed on the journey to make the outcome more successful. We know that organisations have been using marketing plans for many years, so what's the difference between a traditional and a digital marketing plan?

*I'm using
products
for goods and
services as
a term that
covers all kinds
of merchandise
for all types of
organisations*

A digital marketing plan places the emphasis on the wider digital environment, whether that's via desktop, tablet, mobile, wearable or another connected device. A digital marketing plan pushes companies to consider the opportunities for transacting online, not just promoting their **products** online. It positions digital at the heart of the company.

The Chartered Institute of Marketing defines marketing as: 'The management process which identifies, anticipates, and supplies customer requirements efficiently and profitably' (2009, p. 2), and this process encompasses components known as the marketing mix – the 7Ps (Booms and Bitner, 1980).

All of the 7Ps may be digitally focused or just one (often this is promotion). As to how digital a company can be, this depends on much more than the 7Ps; it's about the organisation, their customer groups and their context.






This is the first digital marketing planner workbook that provides students with a step-by-step guide to creating your own digital marketing plan.

There are eight steps involved in creating a plan and this digital marketing planner will guide you step by step.

There are hints and tips along the way and each step includes the information you need, along with a case example, and then it's your turn to piece together the different elements, apply the tools and create your digital marketing plan.

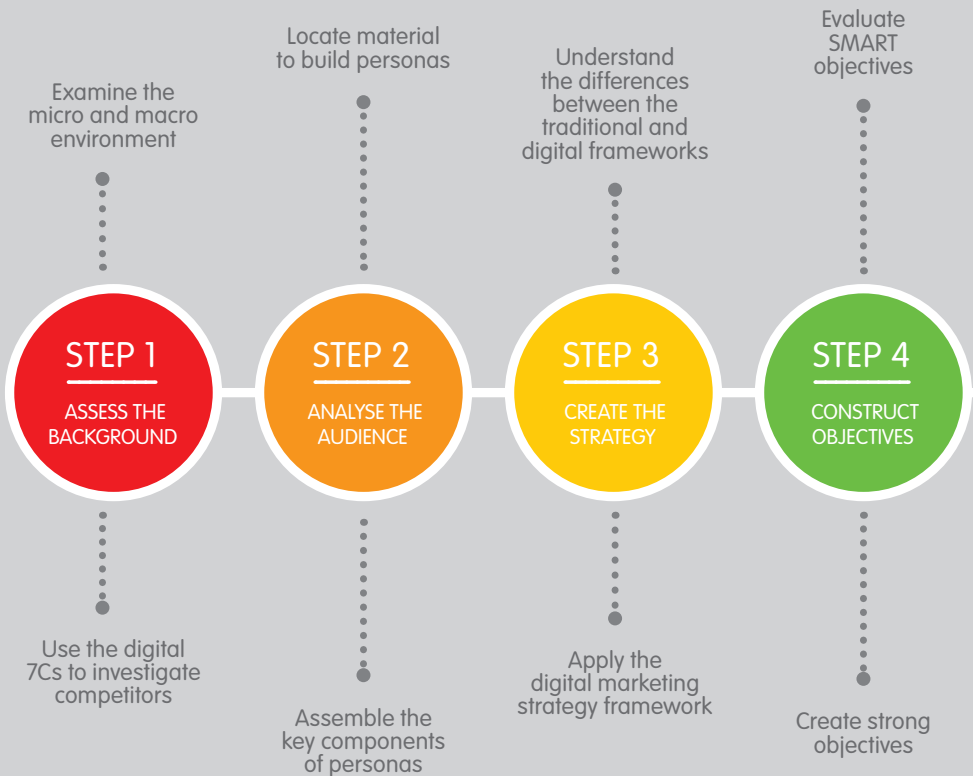


Throughout the book, you'll see the following icons as useful reminders and signposts:

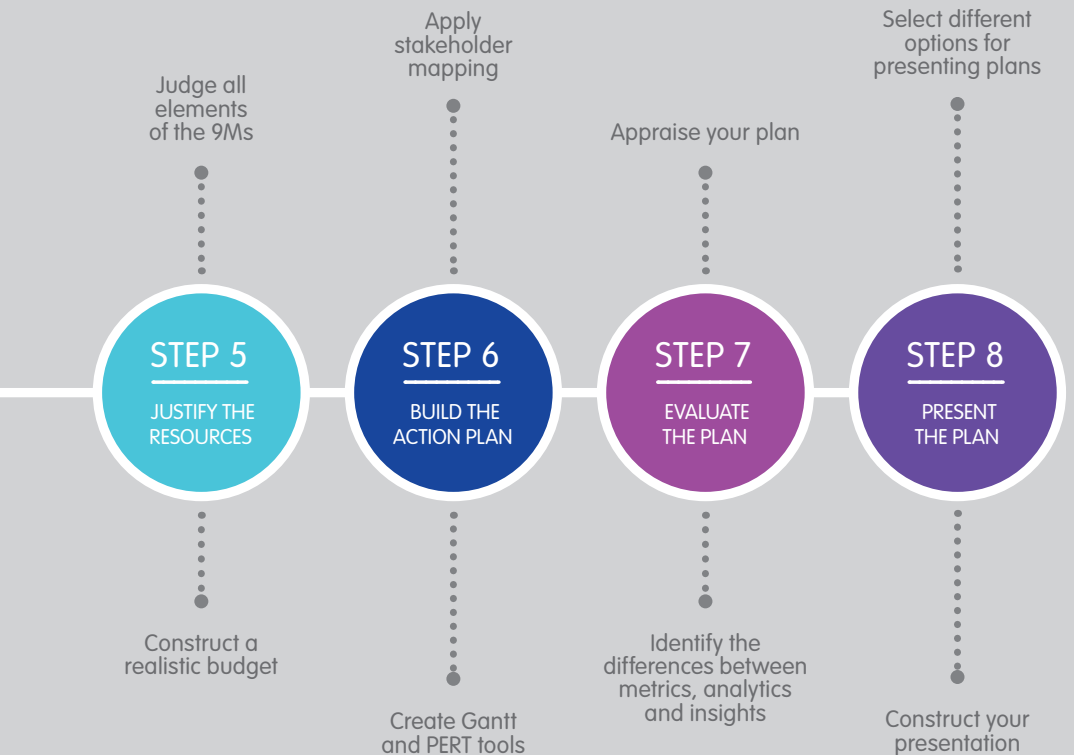
	<p><u>Key information</u></p> <p><i>The key appears when there is key information or definitions that you need to understand.</i></p>
	<p><u>Case example</u></p> <p><i>A checklist appears when a case example is provided to give you greater context of how the theory applies in practice.</i></p>
	<p><u>Your turn</u></p> <p><i>The pencil is shown when it's your turn to work on an activity, to apply the knowledge and start building your plan.</i></p>
	<p><u>Annmarie's advice</u></p> <p><i>In some places, I jump in to provide you with advice to support you when completing assignments.</i></p>
	<p><u>Further reading</u></p> <p><i>The bookmark is shown when further reading is recommended.</i></p>

This text is designed as a 'how to' book and is a companion to the main textbook *Digital Marketing: Strategic Planning & Integration* by Annmarie Hanlon. This main textbook contains greater depth and detail, as well as more sources of information, longer cases and examples, if you're keen to explore digital marketing planning further.

The 8 Steps in Creating a



DIGITAL MARKETING PLAN



STEP 1



ASSESS THE BACKGROUND





To contextualise means making the data relevant and applicable to the organisation, which may involve excluding irrelevant or generic material



Before venturing on a journey, to make sure you arrive at the destination you need to know where you are starting from. Creating a plan for a company means understanding where they are now, before planning for the future. This is an evaluation of the background and it's more than a simple situation analysis – it's about the organisation's purpose, what's happening in the world and how customers are behaving. It's about **contextualising** the information and ensuring its relevance to the company at that time.

If you think about how you buy products, there are many steps involved. You may start by searching for something to solve a problem or fulfil a need, comparing different items and evaluating which products meet your needs. So, if you were looking for a new jacket, you might not choose the same website as one your parents would use as it wouldn't feel right and your tastes may be different. You might find different options and explore whether the item suits your budget or can be delivered faster.

When you've weighed up the options, you decide where to place the order. Perhaps you have become aware of a new company and decide to buy from it, or maybe you'll choose an organisation you're familiar with. This is called a **customer journey**.

1.1 Create your customer journey

To create a customer journey, think about an important item you've recently purchased (not your lunch!)

Note here all the actions you took from searching to delivery:

- *What words did you use when searching?*
- *What did you discover?*
- *Consider what factors influenced your final purchase decision*

You may return to this as you work through your plan as you discover which steps you were taking in an organisation's digital marketing plan.

Make notes here:

[illegible]

If you need more room, use the notes section or Scribble Space at the back of the book!

When assessing the company background, you need to examine different pieces of information (we can call this 'data') then you need to analyse the differences and make comparisons or **benchmarks**. From this, you should synthesise the different data and assess its worth. This enables management teams to make informed decisions – choices based on evidence.



Comparisons in digital marketing are often known as benchmarks; you take a specific metric and compare

Key elements in the background to consider include:

- Company conditions (the organisation)
- Competitors
- Context
- Customers – we'll look at this in **STEP 2**

Let's look at an example of how to evaluate the background of an organisation. The example I'm using is Zoom Video Communications, Inc. (that's the full name and I'll now refer to the company as Zoom), a popular online meeting software that is used by both individuals and companies.



1.2 Choose a company for your case example.

This can be somewhere that you're working, or where you'd really like to work, or a company that you admire.

Note the name of the company you've decided on here:

Company conditions

The company conditions explain the background to the organisation; this provides an overview of their circumstances.

You might already be familiar with the chosen company, but others won't be. It's useful to provide a quick summary that includes:

- The company name
- The type and size of company
- Some background information about the company