
Digital Marketing Planning and Strategy

By

Adhang.com

Contents

■ <i>E-book Title</i>	<i>1</i>
■ <i>Contents</i>	<i>2</i>
■ Legal and Disclaimer Notice	3
■ Introduction	4
■ Online Digital Marketing Planning	5-8
■ Digital Marketing Strategy	9-13
■ About Us	14
■ E-books by Adhang.com	15

Legal and Disclaimer Notice

- You are free to share this e-book to friends, fans, colleagues, followers etc.
- You are free to put this e-book in your news letter or add it to your membership website or system be it free or paid.
- You are free to distribute the e-book.
- You are not permitted to change “About us detail”, edit or insert link in this e-book.
- This e-book is for information purpose and not intended for legal advise and you are to consult your legal adviser.
- Adhang.com has good intention of writing this e-book, however, it cannot be reliable for any misinterpretation or action you take as a result of using this e-book, you are to consult your consultant.

Introduction

This e-book is part of series of Adhang.com digital marketing e-books. In this internet digital marketing e-book we focus on digital marketing planning and strategy. Just like TV, Newspaper, Billboard and other forms of marketing medium that requires planning and strategy, internet digital marketing is no exception.

Digital marketing planning and strategy is an e-book written to help companies, organizations, students and professionals to plan, position and execute result orientated online digital marketing campaigns.

This e-book tried to provide guides and answers questions on what online digital marketing planning and strategy entail, and how they can be used and measured with focus in getting desired digital marketing outcome of company or organization.

Online Digital Marketing Planning

Digital marketing planning is the process of thinking about and organizing the digital marketing activities required to achieve desired online marketing goals such as getting subscribers, leads, downloads company's application, sales etc.

This digital marketing planning section guides you in planning digital marketing campaigns.

- In planning your digital marketing first thing is the segment you want to direct your digital marketing activities to; these are consumers or businesses your digital marketing planning is to address. For example in Adhang.com the segment of our digital marketing services are government, event organizers, public figures and corporate bodies.
- Next your digital marketing planning is the "Personas" (don't confuse personas with segment, personas complement segment) these are people that have common background; are a set of fictional, representative user archetypes based on the behaviors, attitudes etc. For example in Adhang.com our target personas are: director of marketing, managing director, CEO, company chairman, COO and director of sales.

- Objectives are next in your digital marketing planning, objectives your organization wants to achieve with their digital marketing planning; this will serve as a compass for the least of the actions in the digital marketing planning of the organization. Company can have single or multiple digital marketing objectives such as brand awareness, educating the target audience, leads acquisition, clients retention etc.

For example Adhang.com objective of writing this e-book is for further establishing itself as an expert in digital marketing field.

- Situation analysis is the foundation of a digital marketing planning. This includes a thorough examination of internal and external factors that can affect your online digital marketing campaigns responses. It creates an overview of the organization's customers, competitors, market and competencies which will enable the organization understands factors that can influence its future and make an inform decisions.
- Goal is one of important aspects of digital marketing planning, it helps you to be specific on what you want to accomplish with your objectives, you can have single or multiple goals for example 1000 subscribers in three months, 2000 ticket purchase in twenty days, increase sales by 40% in twelve months etc.
- Budget in digital marketing planning brings about how much you want to spend or the type of budget to achieve your digital marketing goals. How serious, aggressive and important digital marketing goals are to the organization are major determinant of the digital marketing budget. You can have dollar budget e.g. \$2000 a month or percentage budget e.g. 10% of monthly profits.

- Strategy in digital marketing planning helps you to achieve your goals, in digital marketing there are at least five components of digital marketing your company strategy can include such as online content marketing, online search marketing, social media marketing, mobile marketing and online display advert. In Adhang.com digital marketing plans in our website we ensure that we include these entire components in digital marketing strategy for clients. Ad Hang digital marketing activities are designed to run this way. (More on strategy in digital marketing strategy section)
- Tactics is part of digital marketing planning, because all the above can't exist in isolation. Tactics are what you use to achieve your strategy; you can always change the way you use your tactics if you're not getting the kind of result you want to achieve with your strategy; example of tactics/tools in digital marketing are article, videos, pictures/image, ebook/pdf, online banner, text message, email, newsletter, online slide presentation etc.
- Channels/Platforms, in digital marketing planning you can't talk about digital marketing without talking about platforms to use (in marketing field they're commonly referred to as channels). There are many channels out there, also understand that in digital marketing popularity doesn't mean effectiveness, examples of channels are youtube, cokoye.com (African regional online open forum), google, yahoo, cokoyes.com (Africa's region social networking website), facebook, perfectvisualhost.com, linkedin.com, africatopforum.com etc.

- Scheduling is one of important aspect of digital marketing planning, for example government might have different scheduling from corporate bodies while event organizers and public figures will have different digital marketing scheduling. Digital marketing scheduling methods are continuity, flighting or pulsing (In **continuity**, the advertisement runs steadily with little variation over the campaign period. **Flighting** involves intermittent and irregular periods of advertising alternating with shorter periods of no advertising during the campaign while **pulsing** combines the attributes of continuity and flighting by employing low advertising years round and heavy advertising during peak selling period).
- Executor is the persons in-house or digital marketing agency or both that carry out all the digital marketing planning of the organization. The organization can have in-house person sending email marketing, respond to social media participants, news letter; while the organization hand over main digital marketing activities to digital marketing agency such as Adhang.com for Online banners display and designs, content marketing, video creation and marketing, article marketing, online contextual advertising, search engine ads display, press release writing and distribution, online digital marketing activities monitoring, analyzing and statistic etc. The executor put the digital marketing plan to work by implementation of the plan i.e. putting the plan to work for the organization.
- Control ensures that the online digital marketing activities are heading in the direction of organization's expectation or as planned. This involves gathering of data, analyzing the data and measuring the digital marketing activities using the organization's key performance indicators. Then if need be, modifying some tools e.g. online display banners, keywords; repositioning contents, optimizing etc.

Digital Marketing Strategy

According to Wikipedia "strategy is a high level plan to achieve one or more goals under conditions of uncertainty"

Wikipedia further states that " Strategy is important because the resources available to achieve these goals are usually limited. Strategy generally involves setting goals, determining actions to achieve the goals, and mobilizing resources to execute the actions"

Starting from 5ps: Product, Place, Promotion, Price and Partner

In setting your digital marketing strategy for company or organization 5ps above are very vital which will help you focus your company's strategy in the right directions.

- Looking at the "product" you can ask who are the people this product/service is targeted at online, what segment does this product belong to?
- Looking at the "Place" (we are not looking at place as location of your business offline as you have in marketing textbooks; but where your target customers are in digital space)

you can ask yourself where can I find the Nigerians interested in my service/product, which platforms do Nigerians online users use for example www.cokoye.com (an online African open forum), Facebook general social networking site, www.cokoyes.com (an African regional social networking website) etc.

- Looking at the “promotion” which online promotion methods would be best for my kind of service? e.g regional Social networking website www.Cokoyes.com, video sharing website youtube, display ads Google, online banner website www.cokoye.com online community banner, having my website using www.perfectvisualhost.com, writing and posting sales articles on www.cokoye.com/1-114/, sponsor ads on facebook.com, www.africatopforum.com and many more depends on the company’s budget.

It’s always good to employ promotional elements as many as possible such as online publicity, direct marketing etc. You can hire www.Adhang.com as an expert in digital marketing.

- Looking at the “Price” which price can this Nigerians (potential customers/clients) able to pay for my service/product online, can they able to pay for this easily for my brand compare to that of competitors. What best price can I offer internet community for this service in Nigeria?

This is important if price is common strategy used in your industry or company’s line of business.

- Looking at the “Partner” here you ask and look for partner to bring in to assist the organization or company run its digital marketing campaigns. [Hire Adhang.com a digital marketing agency](#) to run the company’s digital marketing campaigns, you need expert in the field of digital marketing to help the company position its self in the digital space above competitors in the country.
- Having taken above 5ps into consideration next is to set objectives, the digital marketing strategy will achieve, because any strategy must be aiming at a given objective, these objectives will guide your next actions, now let’s move into the next stage.
- SWOT analysis (A SWOT analysis is part of a situational analysis and identifies the key issues that direct the marketing strategy)
 - “S” stands for strength, which strengths do your company have or what are the things that set you apart from your competitors in Nigeria.
 - “W” stands for weakness; here you face the brutal facts by acknowledging the weakness of your company.
 - “O” stands for opportunity, what opportunities are in the Nigeria’s market right now? it could be to improve users/customers experience, it could be to add more product line etc
 - “T” stands for threats, this looks into things that can hamper your digital marketing objectives or goals in Nigeria, it could be your competitors’ activities etc.

SWOT analysis is outside scope of this ebook but at least pick out 3 search terms that you think are used by potential customers when looking for your business online:

- Look them up on internet KeyWords Tool (there so many of them online) and see how many searches are being performed for each your keyword locally.
 - Search for these terms in search engines like Google, Yahoo etc and see where you and your competitors rank.
- Digital marketing focus: when setting your digital marketing focus, there are four key aspects to consider, goals, tactics, key performance indicators (KPIs) and targets. Let's look at each one in turn.

Here is an example:

Goals:

- Increase sales through the eCommerce platform by 20% within the next Twelve months.

Tactics:

- Online display advertising
- www.cokoyes.com brand page
- [Cokoye banner advertising](#), www.africatopforum.com premium listing Ads

KPIs per tactic:

- Display advertising – Number of click-through to your site, sign ups to your newsletter/loyalty programme.

- Cokoye.com online banner- number of views of the banner, number of referrers, number of click through your page.
- Cokoyes brand page – number of comments and shares on campaign specific, Number of direct messages, followers,, Fan's, Likes' etc.

Targets per tactic:

- Contents posted in different platforms as a content marketing – 1 000 search referrals after the first month, with a 10% month-on-month increase after.
- Cokoyes brand page – 50 comments and 10 shares on campaign-specific posts per week.
- Cokoye banner- 30 clicks coming from a particular banner (you review what you say in this very banner and look for a way to replicate same words in other banners).

Targets:

- Personas- Director of Marketing, CEO, Company chairman, COO, Director of sales etc.
- Finally, you monitor and measure if your strategy is getting the kind of result you expect from your company's digital marketing strategy. There are a lot of tools out there that help you to monitor a series of online digital marketing activities such as number of clicks, views, impressions, locations users coming from, type of device used, platforms, keywords typed in search engine before are coming to your website and so many more. It's important when gathering analytics data only gather and analyze what is needed.

About Us

Adhang.com is a Nigeria's based world class digital marketing agency with expertise in Content marketing, Search Engine Marketing, Social Media Marketing, Mobile Marketing and Online Display Ads.

Adhang.com exceeds client expectations to achieve its digital marketing objectives, using our years of experience in digital marketing scene. Adhang.com is based in Lagos, Nigeria.

Visit www.adhang.com

Contact www.adhang.com/contact

Phone +2348034283159

Follow us www.cokoyes.com/adhang

E-books by Adhang.com

- **Introduction to Digital Marketing**
- **Digital Marketing Planning and Strategy**
- **Effective Digital Marketing Plan Template**
- **Real Estate Internet Marketing Solutions in Nigeria**
 - **Digital Marketing for Business in Nigeria**