



COURSE

STRATEGIC DIGITAL MARKETING PLAN

Course overview

- “Tactics without strategy is the noise before defeat” – Sun Tzu

In Just 3 days you will be given the ability to design a fully structured digital marketing strategy through interactive presentations case studies and team exercises. You will exploit new digital tactical tools; build an integrated strategy; develop your plan and measure results.

What Will You Learn?

By the end of this course you will be able to do the following:

- Understand different digital marketing management & control models.
- Create digital marketing action plan, utilizing calendar, budget & resources.
- Apply a selection process to digital marketing channels and marketing mix.
- Design a digital marketing strategy and modify it to suit your specific needs.
- Identify the difference between acquisition, branding and retention strategy.
- Develop target market profiles, focused on understanding consumer behavior.
- Arrange marketing assets by using a flexible marketing and campaign calendar.

Who Should Attend?

- SMEs Business Owners
- Brand Manager
- Media Manager
- Digital Marketing Team

12 Total Course
HOURS

3 DAYS (4 hrs each)



Course Outline:

SOSTAC planning model essentials

Situation analysis

- Review corporate and marketing KPIs.
- SWOT analysis best practice.
- PEST factors analysis essentials.
- Competitor analysis and market research .

Objectives setting

- How to set SMART objectives

The 5S's objectives planning model

- Sell - grow your sales.
- Serve - add value to customers.
- Speak - get closer to customers.
- Save - reduce your operation costs.
- Sizzle - extend your brand online.

Strategies developing

- Market segmentation and targeting.
- Positioning and branding essentials.
- Using sequence & integration strategies.
- Acquisition versus retention strategy.

Tactics developing

- The different digital tactics to reach online customers.

Channels characteristics for planning

- Online presence rules.
- Social media marketing characteristics.
- Online advertising characteristics.
- Search engine marketing characteristics.
- Mobile marketing characteristics.
- Email marketing characteristics.
- Content marketing characteristics.

Action plan developing

- Implementation using PRACE framework.
- Using the online media mix model
- Developing an annual media planning

Control, measuring and monitoring

- The standard metrics and KPIs
- Cost per x analysis model
- Fundamentals of Google analytics

