



# TIPS TO CREATE AND DEVELOP YOUR DIGITAL MARKETING PLAN



## A POWERFUL TOOL

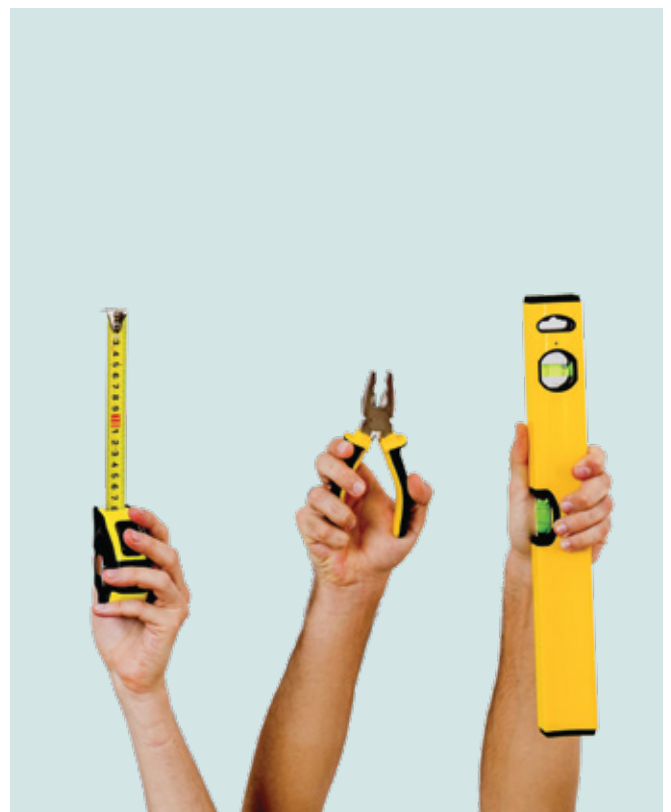
A digital marketing plan is your tool to prepare and guide your digital presence and make the most of the scale and speed of digital business.

It's a flexible, active strategy that should evolve and develop with implementation as you learn what works best for your business.

## KNOW WHERE YOU ARE AND WHERE YOU WANT TO GO

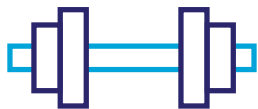
Before you create your digital marketing plan, you need a clear idea of the landscape you're competing in, and where your business fits in. Taking time to assess your situation using a simple yet effective framework like a SWOT analysis, will help you understand your digital

environment and the direction you should take. A SWOT analysis involves identifying strengths and weaknesses within your business as well as looking outside of your business to assess your market for opportunities and threats which may influence your success.



## SWOT example

### Internal factors



#### Strengths

A unique selling point, like new pricing tiers, ecommerce capability or speed of implementation.

A strong customer base, like high proportions of repeat customers or direct relationships with budget holders.



#### Weaknesses

Needing new capabilities to improve your performance, like data analysis or social media marketing.

Old and tired branding, like a dated logo or an inefficient website.

### External factors



#### Opportunities

New segments of customers emerging that you can target, like convenience buyers, comparison shoppers or young parents.

A new service you can offer, like pre-sales consulting or post-sales advice.



#### Threats

Competitor activity, like new products and services, advertising campaigns or new businesses entering your market.

Regulations that might restrict the way you do business, like pricing restrictions, advertising techniques or data protection.

Your analysis guides the priorities for your marketing goals. Every situation will be different but these are typical goals to consider:

- **Raising awareness** - do enough of the right people know your brand?
- **Clarity of positioning** - do your customers know what you stand for?
- **Engagement** - is your content engaging your target audience effectively?
- **Conversion** - are response rates to your messages strong enough?
- **Data gathering** - do you know enough about your customers?

# CLARIFY WHO YOUR COMMUNICATIONS ARE FOR

Personas are simple portraits that bring your most important target customer types to life by summarizing some of their key features. Use personas to help stay aligned with the different types of customers you want your marketing plan to target. Work up three or four different personas; more can make it difficult to focus your plan.

To create a persona, write up a typical example of the following information for each target customer type:

- Work profile and background
- Buying and researching behaviors
- Motivations and challenges

Adding human touches such as names, pictures and hobbies helps you connect with the real people represented by the persona.

## PLAN YOUR MESSAGES AND CONTENT

Marketing goals guide what you want to say, while customer insights guide how you should say it. It can be difficult to get a message right straight away. Test different messages with colleagues and close customers to refine your early attempts. Comparing your content with competitors helps you strike the right tone to stand out.

To build an effective presence, your messages need to be frequent, consistent and relevant to your target customers. A content calendar helps deliver on those needs and reflect important events and dates.

The digital world changes quickly. Your marketing plan will need to live and evolve as you learn what works best. Continuously assess the impact of your efforts and use the evidence of your experience to keep iterating and improving as you grow. **K**