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Digital Marketing Strategy Guide

How to plan & execute, measure & analyze
actionable steps, templates, checklists,
and real-life examples



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Do you hear that?

That insistent buzzing in your ear?

You're not sure what it is, but you think you should be listening. You think it might be important. Not in a life or death kind of way, but you think it's about your brand.

But, you're unsure what to do.

You're afraid of ignoring a plea for help. You're afraid of missing a negative comment. You're afraid of ignoring results. All because you weren't listening.

So, you do nothing.

You sit at your desk and tweet with fingers crossed. You post your blog and long for engagement. You stare at results and pray for enlightenment. Is this how it has to be?

No.

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Introduction

How do we plan and execute, measure and analyze our digital marketing campaigns?

That's an impossible question to answer with a single solution. The short answer? Read this eBook. The long answer? Seriously, read this eBook.

Picture this...
Your boss asks you about next year's digital marketing campaigns. What are you going to say?

"Well, we looked at last year's campaigns and they all look awesome. We increased engagement by 20%, website traffic grew by 25%, and Twitter followers are up by 15%. So... we'll probably go with the same."

Baloney!

Do you know what this even means? Which campaigns brought these wins? Can you prove it, and then replicate it? What was the ROI? What are your competitors doing? Did your customer base shift? Are last year's campaigns still relevant?

These are the questions your boss wants answered. Fluff won't do.

This digital marketing strategy eBook will help you plan, execute, measure, and analyze your marketing campaigns. How to report on last year, choose your targets, set your KPIs, and monitor the results. It's packed full of practical and actionable steps, templates, checklists, and real-life examples.

There are brainstorming best practices, how to find customer insights that have value, how to write your vision and mission statements, SWOT analysis, TOWS analysis, and finding SMART goals, identifying your share of voice, and analyzing results.

Learn to listen, listen to learn.

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From **marketing strategy** to **marketing plan**

Creating your marketing strategy is a challenge. Your first challenge. Your second, is drawing up your marketing plan. Together, they'll guide your and your team towards determining your goals, finding your voice, targeting demographics, analyzing competitors.

Working with USPs, KPIs, and SEO. Launching successful marketing campaigns. From marketing strategy to marketing plan. I'm going to show you how it's done...

I'm going to walk you through developing your marketing strategy. Then, I'll explain the five steps to creating your marketing plan. You'll find practical and actionable steps, working templates, and real-life examples.

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What is a marketing strategy?

Let me point out that if you get to the end of this guide, draw up a cracking marketing strategy, then put it in a drawer and forget about it… you'll be doing yourself no favors. You should refer to it regularly. Everytime you plan a campaign, launch a new product, work with an influencer.

It's your long term game plan. How you're going to reach out to people. How you're going to turn those people into customers. How you're going to create your marketing plans.

A comprehensive marketing strategy will include your value proposition - your competitive advantage in the market. The demographics of your target audience, key marketing messages, your tone of voice, etc. Your marketing strategy is a constant from where you create your marketing plans. Now and in the future.

Marketing strategy => marketing plan => execution => win!

Look up strategy in a thesaurus and one of the synonyms up for offer is - plan.

But, that's not quite right when we're talking about marketing:

Marketing strategy | What | Thinking

The big picture. Your USPs, brand messaging. A breakdown of the goals you're looking to accomplish with your marketing efforts. Your strategy is determined by your business goals.

Marketing plan | How | Doing

How you're going to deliver your key messages. Which platforms. The schedule. Your marketing plan is how you intend reaching your goals. A roadmap that will direct you through each step. From where you build your marketing campaigns.

Example:

Objective = to expand your business outside of Europe to an international market

Strategy = engage and target a global audience

Plan = create a personalized marketing campaign that reaches out and engages with specific segments - language, buyer behavior, purchasing habits

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Why do you need a marketing strategy?

Simples.

It's a roadmap for you, your team, and your business to follow. It will help you measure results against your goals. Target the most appropriate consumers. Help you appreciate the impact your marketing campaigns have on your brand. Your long-term marketing strategy will develop a sustainable competitive advantage. It's all your marketing goals in one place. You'll have done extensive market research. You'll be focusing on the best product mix so you can achieve maximum profit and grow your business. Your marketing strategy is the foundation of all your future marketing plans.

Important stuff.

Your marketing strategy:

- Explains your objectives and how you're going to execute them
- Formalizes ideas and concepts
- Identifies your target audience – purchasing power, behavior, demographics
- Defines how you're going to market your products and services
- Helps you obtain financing
- Keeps you on track

A successful marketing strategy will:

- Win new customers
- Increase sales
- Encourage your existing customers to spend more
- Support the launch of new products and services
- Better establish your brand on the market and increase market share
- Confirm your tone of voice and brand identity
- Reduce churn and strengthen customer loyalty
- Support the launch of advertising, PR, PPC campaigns
- Guarantee your business stays focused and current

To build an effective marketing strategy that'll support future marketing plans, you need discipline, time, and focus. The process is challenging, make no mistake. But, you don't have to start with a blank sheet, this digital marketing strategy eBook will lead you to success.

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Developing your marketing strategy

Establish a clear path of action.

Your strategy, if a comprehensive one, will be around long-term. At the same time, you have to remain open to changes and improvements if for instance, your competitors take a new direction, you take a new direction. Flexibility is the name of the game.

Let's take a look at how to start writing your marketing strategy:

Analyze your business

- Objectives and how you'll reach them
- Strengths and weaknesses of team, business, products, services

Analyze your market

- How big is it?
- You growth expectations
- Customers' behavior and spending power

Analyze your competition

- Monitor their messaging, marketing campaigns, social channels, products
- Their strengths and weaknesses compared to yours
- Compare pricing, customer support, sales channels, customers demographics, messaging, etc.

Identify your customers

- Segment your existing and potential customers according to what they want from your business - high quality products, low cost, 24/7 customer support, location, etc.
- Once you've segmented, compare your positioning with that of your competitors - customer support, cheaper/more expensive, fast to market, targeted countries, etc.

Analyze your products/services

- USP - what makes your product or service unique?
- Benefits - check out your segments as it's likely they'll be looking for different things - price, location, etc.

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How will you broadcast your benefits?

- Website
- Blog posts
- Social media
- Email campaigns
- Promotions and offers
- PR
- Paid ads
- Events and trade shows
- Traditional press
- TV and radio
- Word of mouth

Having agreed your marketing strategy, you're now ready to build your marketing plan, and launch campaigns. Your plan will identify budgeting, deadlines, key team members, channels, etc.

Remember what I said earlier, about having a flexible strategy? Your plan, more so. Suppliers increase their prices, team members move on, economies change, markets shift. Be ready to update.

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Presenting your marketing strategy

Ready to present your marketing strategy to the board?

Your strategy – your business model – will define your objectives and business goals. You'll win new customers, boost sales, strengthen your brand value, and increase your ROI. Your marketing strategy will help focus your team's efforts. It'll be the foundation on which you build future marketing plans and campaigns. And, determine how you should spend your budget.

You must be honest, you must be brutal.

Look at your business and find your strengths and weaknesses, your value proposition, your competitive advantage, your target market. When your board asks, you need to be ready to answer these questions:

- What's our ideal customer?
- What value do we bring that benefits the market and differs from our competitors?
- How do you want consumers to see us, our personality as a brand?
- What's the ideal customer experience? How will you achieve it?
- What's our core message that explains who we are, what we offer?
- How will you make the market aware of our brand?
- What revenue sources do you suggest we use to expand our business?
- How will you nurture consumer trust in our brand?
- What partnerships will you be working towards to make your strategy work?
- What will be the end result if we follow your marketing strategy?

You'll have to prove you've done your research. That you understand your target market, customers, competitors, budget, and costs.

Measuring performance is a given. KPIs should be determined so you can measure the marketing effectiveness of your content – tracking email subscribers, email engagement rate, site traffic, time spent on your website, etc.

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PREVIEW

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