



COURSE

STRATEGIC DIGITAL MARKETING PLAN

Course overview

- “Tactics without strategy is the noise before defeat” – Sun Tzu
In Just 3 days 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.

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

