

Dotser Digital Marketing Programme

Dotser's Digital Marketing Programme has been devised with over 20 years of web and marketing experience and is designed to help business owners and managers to consider and focus on key business areas which are important to deliver a successful online business.

Key digital elements include having a clear understanding of your value proposition, target audience, SEO, analytics, web positioning, strategies, social media, goals, metrics and commitment to continuous improvement.

Programme Delivery & Schedule

The Dotser Digital Marketing Programme is delivered on a one-to-one basis using a combination of video conferencing, screen and document sharing technologies. The programme is delivered through five consecutive online sessions in the most suitable timeframe for the client.

Recommended 5 online sessions over 3 weeks.

- Analysis
- Goal Setting
- Strategy Definition
- Action
- Review & Refine

What is a Digital Marketing Plan?

A digital marketing plan is a clear and concise document outlining plans for your digital marketing campaigns and the actions to deliver on these plans. An effective plan includes:

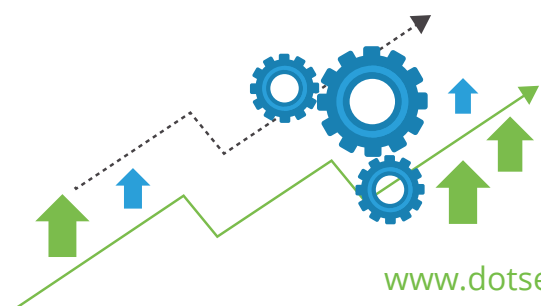
- Short, medium and long term business goals
- Strategies to achieve these goals
- Channels being used to achieve these goals
- Action plan with process for continuous improvement
- Resource requirements - (budget & staff time)
- Road map with Timeline

Why?

- Attract and convince your customers to fall in love with your product or service.
- Plan all the strategies and actions to reach your target customer.
- Divide and conquer - Segment your marketing campaigns to provide value at every stage.

How?

Become comfortable with your web presence, your target audience, your key channels, your competitors and what they do.



Structure for an effective Digital Marketing Plan

Step 1: Analyse

Carry out an internal and external analysis (SWOT analysis) of the company. A useful framework for this is the SWOT analysis that allows you to focus on the strengths, weaknesses, opportunities, and weaknesses for your company and the market at large.

It is important that you are aware of the ecosystem your business operates within, your customers’ needs, and how those needs are satisfied. This analysis should be both qualitative and quantitative by considering a myriad of factors including current digital habits, public perception, influential touch points, partners, supply chain and more.

<p>Threat: (Market)</p>	<p>Weaknesses:</p>
<ul style="list-style-type: none"> ● Obstacles ● Competitor actions ● Financial restrictions ● What threats can impact on the business functioning properly 	<ul style="list-style-type: none"> ● What is the business poor at doing? ● What is the public’s/partners perception of our primary weak points ● Financial restrictions ● What are the most negative factors impacting sales
<p>Opportunities: (Market)</p>	<p>Strengths:</p>
<ul style="list-style-type: none"> ● Company opportunities ● Current market trends that reflect positively on the business ● New changes coming down the line (policies / technology) 	<ul style="list-style-type: none"> ● What are our positive advantages of the business over competitors ● What do we excel at? ● What resources are available? ● What elements influence the sale of products/services?

Through this strategy we aim to identify best practice case studies in the current market place and to incorporate these into our overall business strategy.

It is important to understand and appreciate the external perspective of the businesses web presence including ease of use, navigation, content updating, search visibility, social media footprint.

Step 2: Define Marketing Goals



As you build a clearer picture of where your business is positioned in your target market you should also explore and set clear quantitative goals. The resultant 'plan' will outline actions to achieve these goals.

Using SMART principles, set goals that are specific, measurable, attainable, relevant, and timely.

Example:

- Not SMART: "Improve natural Google ranking for our website."
- SMART objective: "Achieve a first page natural Google ranking for the keyword 'ecommerce' within 3 months by optimising eCommerce landing page(s) with appropriate page titles, text content, image naming/tagging, meta tags and page links."

Step 3: Define the marketing strategy



Now that you have defined our business goals, you need to outline a clear plan that will maximise achieving these in an effective manner.

Digital marketing achieves best results when it appreciates and targets individual personas / personality types

- Segment your target audience into key personas: who, what they like, need, prefer and how will you fulfil their expectations.
- Positioning: Clearly outline your value proposition - why will the 'customer' choose you over the competition? Devise a method to communicate this message to your target audience in the respective channel (social media, special interest sites, Google search, email marketing, advertising).
- Content: To maximise effectiveness you need to build a simple 'content matrix' to outline the key messages for each channel and persona.

This is best achieved by researching and setting out:

- Keywords - Review current search statistics for your target keywords and agree the priority keywords/phrases that you want your business to be found on the first page of natural/organic search results.
- Content Calendar - Set out a clear plan of campaign which includes: publication type, date, topic, keyword, tags, persona, channel/social media/blog, image/video, metric goal. This will help map out ideas, highlighting seasonal events, potential opportunities and required resources. Through this process you will become familiar with criteria specific to each channel including image sizes, video length, article length, ability to hyperlink, target audience and frequency

Taking into consideration your market analysis, target audience, goals and overall marketing plan you must devise various channel strategies to attract, convert and keep new and existing customers.

These strategies should include specific reference to your website, natural search ranking (SEO), social media, email marketing, customer relationship management, paid advertising and even traditional advertising. Depending on the size and level of your marketing matrix you may need to consider automating this process where ever possible if resources allow.

Step 4: Measuring Results and KPIs



It is imperative that your digital marketing plan is put in place with a medium to long term outlook. Now that you have done the hard work of putting a plan in place and the resources to deliver it, you must schedule ongoing reviews to measure its effectiveness with hard facts.

Analysing your results will indicate which strategies are working best (or not) and allow you to tweak your plan accordingly to maximise your outcomes. Developing a simple process to collate your key performance indicators (KPI's) into one simple report will allow you to quickly visualise your digital marketing performance.

The KPI data should allow you to make better informed decisions which should in turn have a direct impact on improving goal attainment and allow you to identify market changes and opportunities.



Dotser Digital Marketing Programme 2020

 **Pricing:** € 2,500 *exclusive of VAT*

Contact:

Loughnan Hooper

Digital Marketing Specialist

✉ sales@dotser.ie

☎ 087 8241782

📍 56 Grafton Street, Dublin 2, Dublin. ☎ 01 525 3023

📍 8 O'Connor Square, Tullamore, Offaly, R35 PD61. ☎ 057 9323262



www.dotser.ie



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Cloud Business Solutions