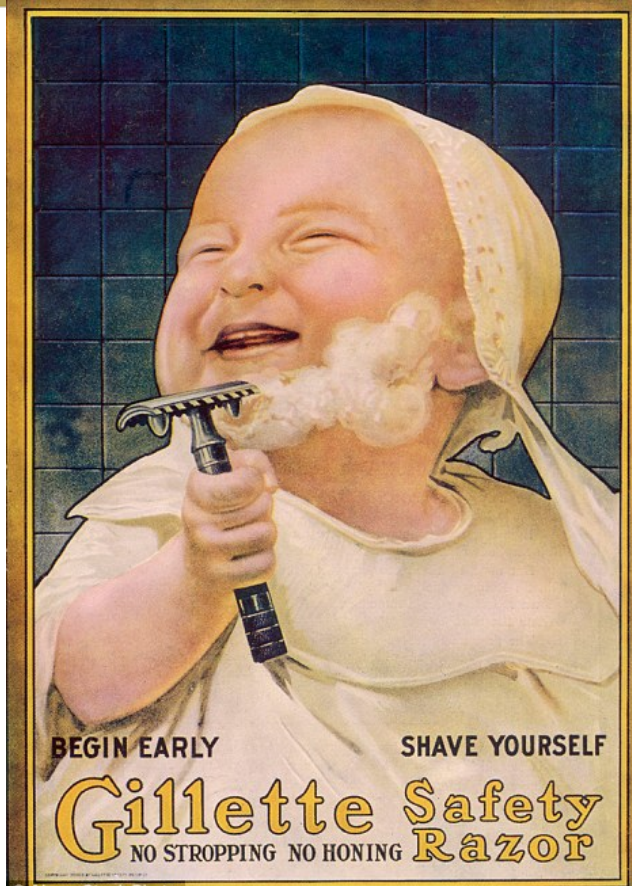




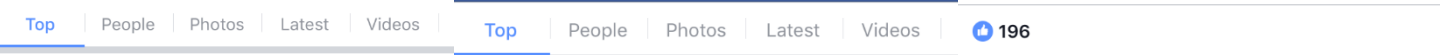
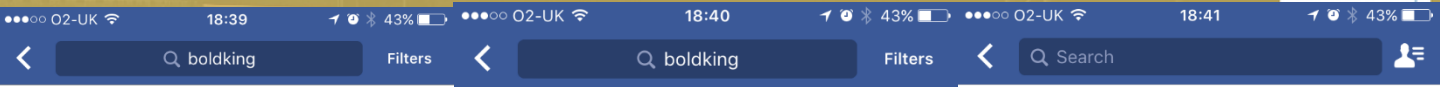
How To Create A Marketing Plan

Marketing Mavens

Traditional Marketing



Digital Marketing - BoldKing



BOLDKING
20 May · 🌐

Shave after you shower as warm water softens your beard hair #ShaveTips

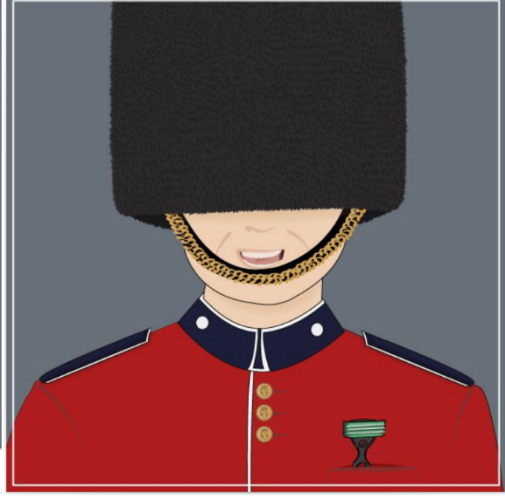


👍❤️👍 211 18 Comments 6 Shares

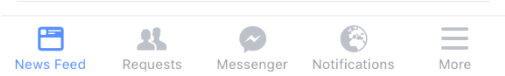


BOLDKING
2 October 2015 · 🌐

Now also available in the United Kingdom. Join our Kingdom!



👍 196 16 Comments 3 Shares



👍 196

Alex Jones
Order dispatched 29 Oct.. Not arrived yet?
5 November 2015 · Like · Reply

View previous replies...

BOLDKING
Perfect.
5 November 2015 · Like · Reply

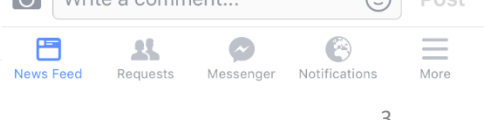
Write a reply...

Tim Morgan
I like it, but I have a cornerstone subscription at the moment. Entice me!
18 November 2015 · Like · Reply

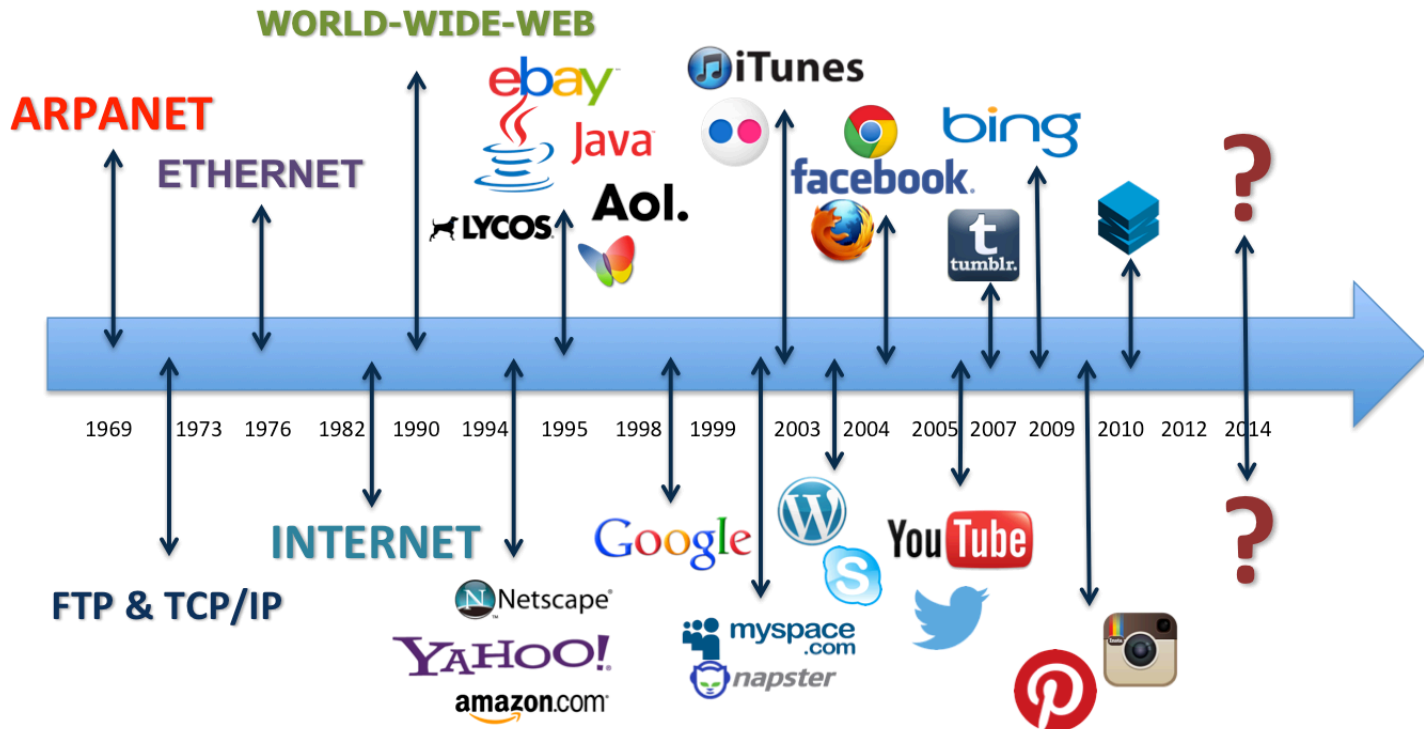
BOLDKING
Hi Tim, we offer a service not a subscription. You can order what you want when you want it. All the best Team Boldking
24 November 2015 · Like · Reply

Write a reply...

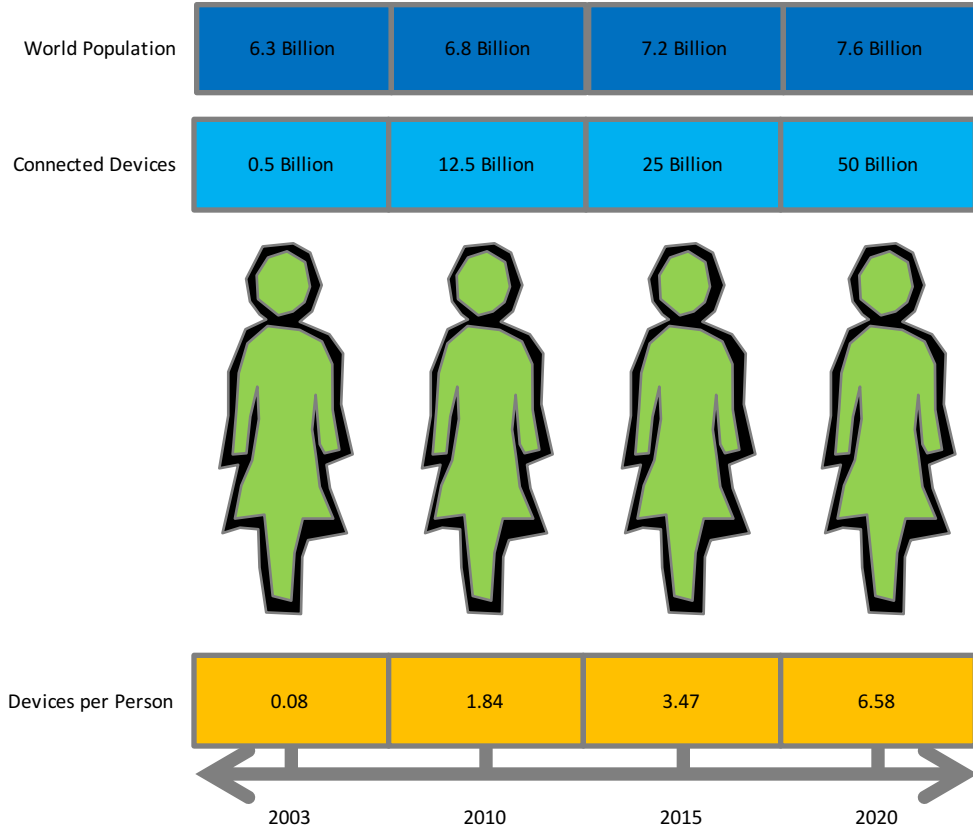
James Smith
Write a comment... 🗨️ Post



History of the internet?



The Growing Digital Market



Fail To Plan, Plan To Fail...

Marketing Planning

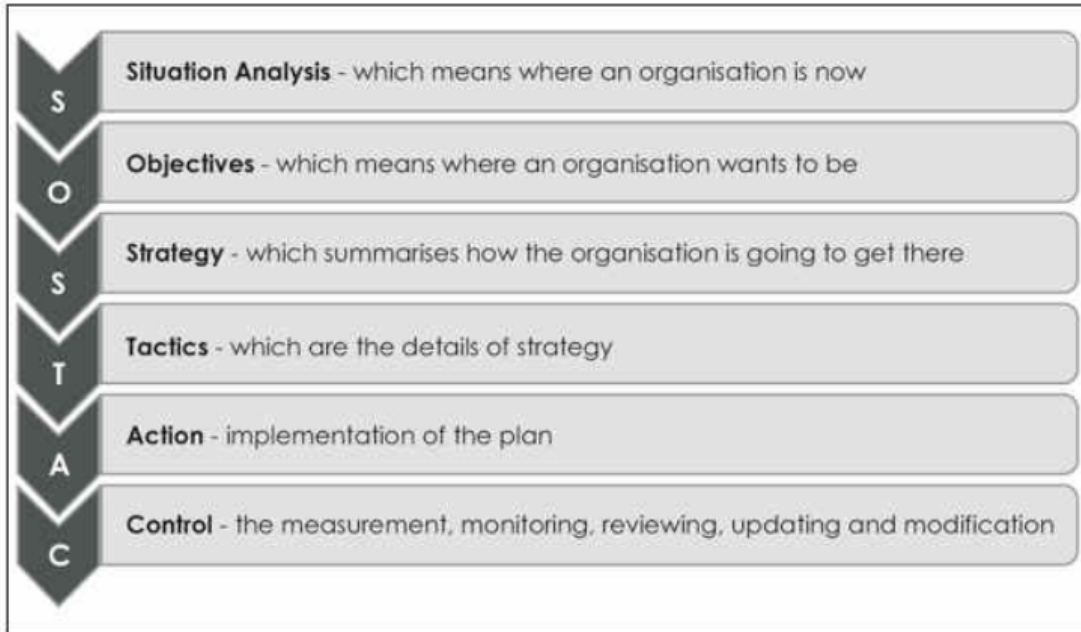


Figure 3.1 Overview of SOSTAC®

Reproduced with kind permission of PR Smith. SOSTAC® is a registered trade mark of PR Smith, www.prsmith.org.

Step 1 - Situation



- **Situation** →
 - Objectives
 - Strategy
 - Tactics
 - Actions
 - Control
- Who are your competitors?
 - Who is your audience?
 - Markets & Trends
 - Digital Usage Capabilities and Resources
 - Budget
 - Strengths and Weaknesses

Free Tools To Analyse Situation



- Google Analytics
- Marketing Grader - <https://website.grader.com>
- CRM, if you have one

Helping you grow your business



Analyse External Environment

Political

Political policies and regulations that could effect your plan

- Copyright laws
- Tax polices
- Government restrictions

Economic

The strength of the economy

- Inflation rates
- Interest rates
- Reluctance on consumer spending

Social

Sociological attitudes are constantly changing.

- Cultural trends
- Population
- Rise of millennials

Technological

The change and advances in technology

- Augmented reality
- Predictive algorithms
- Virtual Reality
- Apps

Environmental

The impact of the environment and climate.

- Global climate change
- Eco-opportunities
- Environmental cost

Regulatory/Legal

Businesses need to adhere to laws

- GDPR
- Data Protection Act
- Safety Standards

SWOT analysis

Strengths:

In the strength section of the table the company that wishes to improve or take their business digital will outline their strengths to going digital. This will involve things such as: Advantages of the idea?

- Capabilities?
- Advantages over the competition?
- What do you do well?
- What unique resources can you draw on?
- What do others see as your strengths?

Weaknesses:

The weaknesses outlined in this section will involve:

- Disadvantages of the idea
- What you are not capable of achieving
- Your competitors advantages
- Vulnerabilities
- What could you improve?
- Where do you have fewer resources than others?
- What are others likely to see as weaknesses?

SWOT Analysis cont.

Opportunities:

The opportunities outlined in this section will involve:

- New marketing opportunities
- Is your competition vulnerable?
- Development in technology
- Global opportunity
- What opportunities are open to you?
- What trends could you take advantage of?
- How can you turn your strengths into opportunities?

Threats:

The threats outlined in this section will involve:

- Market demand
- Political effects
- Legislative effects
- What threats could harm you?
- What is your competition doing?
- What threats do your weaknesses expose you to?

Competitor Benchmarking



A simple approach to competitor benchmarking

- 1. Select 1-5 direct competitors
- 2. Identify out-of-sector or indirect competitors to gain ideas from beyond sector
- 3. Create a table comparing competitors based on criteria you select relevant to your business or assignment
- 4. Carry out SWOT Analysis

Step 2 – Create Objectives/Goals



- Situation
 - **Objectives** →
 - Strategy
 - Tactics
 - Actions
 - Control
- Business Vision
 - SMART Goals
 - Financial Goals
 - Marketing Goals
 - Resource Plan
 - Market Plan

SMART Objectives



Overall Business Objective	Digital Marketing Objective
Increase sales	Achieve an increase of 150% in direct sales from the website within 12 months.
Increase leads for the sales team	Gain an additional 25 leads per month from the website by May 2013. Gain 20,000 database registrations by January 2014.
Improve customer retention	Increase retention rates of customers online from 35% to 40%, by the end of 2013.
Improve brand awareness	Increase visitor numbers to the website from 2,000 to 10,000 by August 2013. Achieve number 1 listing in google natural search for the key search term 'Digital Marketing' by September 2013.
Reduce costs	Reduce number of customers calling for a brochure from 800 to 500 by end of May 2013. Reduce phone calls to the customer service team by 500 per month by June 2013.

Step 3 - Strategy



- Situation
 - Objectives
 - **Strategy** →
 - Tactics
 - Actions
 - Control
- Short term and long term goals
 - Market Position
 - Customer Perception
 - Strategic Milestones
 - Competitive Position
 - Resources

What is digital disruption?

- Digital Disruption is when digital competitors are taking advantage of new platforms, tools, and relationships to undercut competitors, get closer to customers and disrupt the usual way of doing business.

The only way to compete is to evolve.

- **Digital disruption** is taking place across industries, functions and business processes, as they introduce cloud, mobile, social and big data. But the problem is that not every organisation or industry is following suit.

Why disruption works?

It fills a gap need or want:

- **Improved communications** – Mobile/Twitter/Facebook
- **Better and more accessibility** – streaming Netflix and Spotify
- **Fits with budget** – Crowdsourcing via Airbnb
- Essentially it amplifies experiences

Some examples



- Snapchat
- Uber (In 5 years was worth £5.3 billion company)
- Netflix
- Airbnb
- Whatsapp

Step 4 - Tactics



- Situation
 - Objectives
 - Strategy
 - **Tactics** →
 - Actions
 - Control
- Digital Tools
 - Resource Plan
 - Outsource / In-house?
 - Customer Journey
 - Marketing Channels
 - Content plan

Marketing Mix

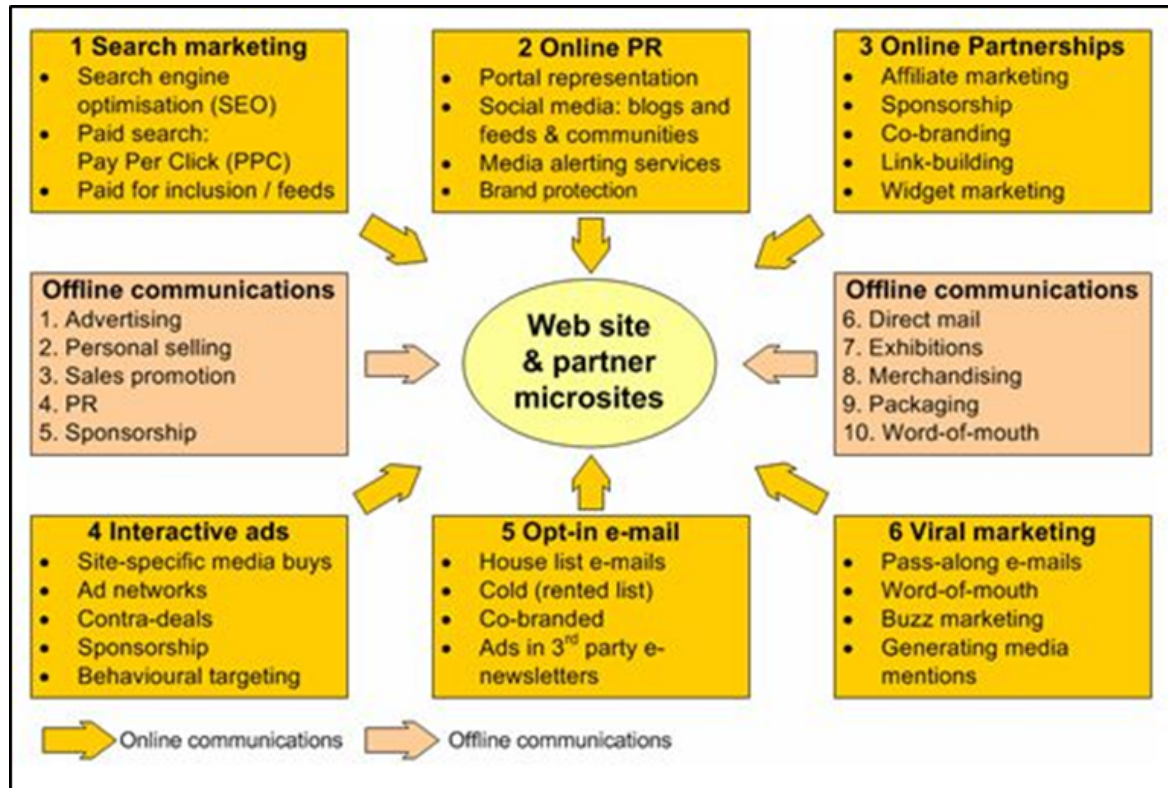


Reshaping the Marketing Mix



- **Reshaping price** – it is now transparent, flexible and dynamic. Shoppers can go online to price comparison sites to see where the best deal is. Websites such as Pricegrabber and eBay are where buyers can shop for a deal. You can purchase products online via credit card or Paypal or even your Watch
- **Reshaping product** – Products can now be individualised on the website – for example Nike lets you design your own shoe.
- **Reshaping place** – Place is now global, virtual and always open. With businesses distance is no longer a cost, business location is irrelevant, and digital enables 24/7 real-time trading.
- **Reshaping promotion** – It is now permission based, instantaneous, in real time and interactive.
- **Reshaping physical evidence** – the buyer is not walking into a store and speaking with a staff member. The buyer is now looking at the website, social media accounts, online buying experience, online reviews and content, etc.
- **Reshaping process** – the marketing and sales process may have changed because of website automation. For example now when someone fills in a form online it goes straight into the CRM rather than being manually entered.
- **Reshaping people** – people are still important but the person is now online maybe through chat rooms, online engagement, chat functions on websites. More online businesses have online support.
- **Reshaping partnerships** – The internet has also opened up the opportunity to forge partnerships in other geographical locations.

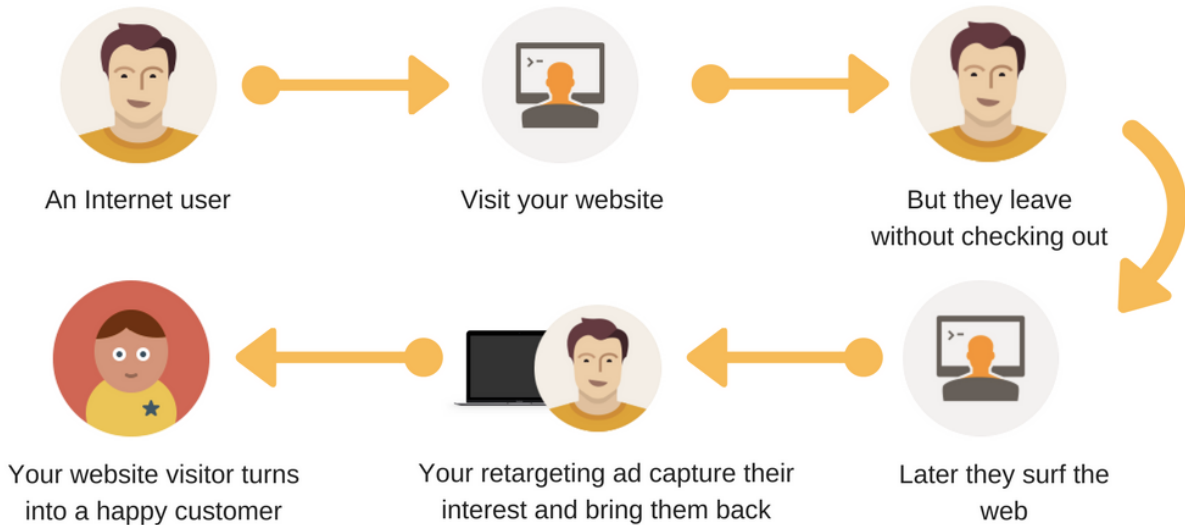
Promotional Mix



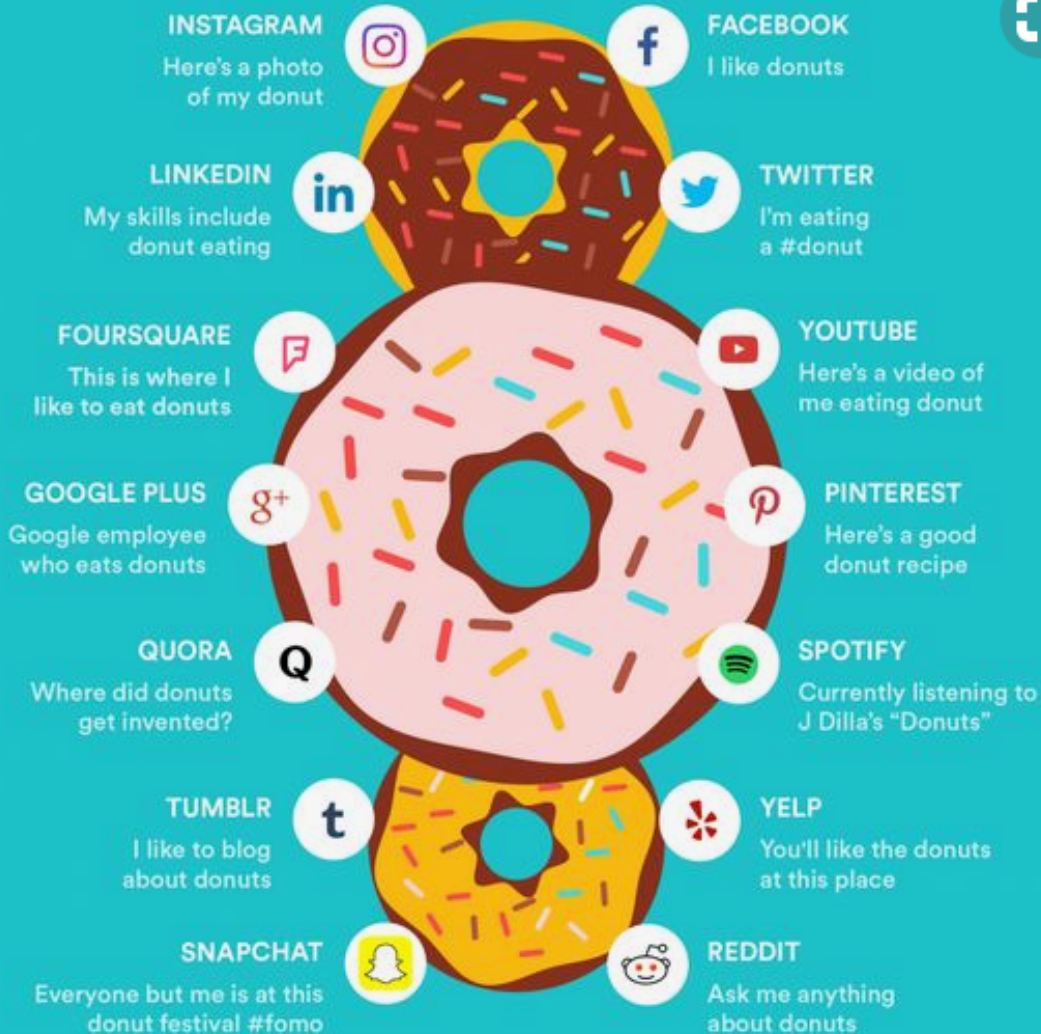
Algorithms Play a Huge Factor in the Future of Marketing

Remarketing

- Cookies
- Cookie law



Social Media



Training, Training, Training

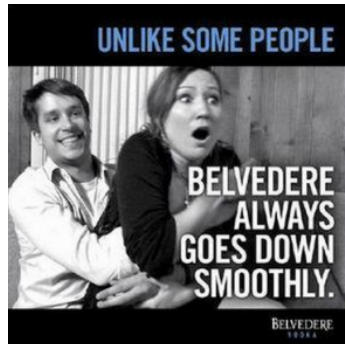


- Social Media is fast.
- Approval systems simply don't work
- Staff need training
- Staff need the right tools
- Need to be trusted
- Susan Album Party – Susan Anal Bum Party

American Rifleman @NRA_Rifleman
Good morning, shooters. Happy Friday!
Weekend plans?
28 RETWEETS 4 FAVORITES



England @england
Our #Lionesses go back to being mothers, partners and daughters today, but they have taken on another title – heroes: the-fa.com/wqavCo
1:07 PM - 6 Jul 2015



Belvedere Vodka @belvederevodka
We apologize to any of our fans who were offended by our recent tweet. We continue to be an advocate of safe and responsible drinking.
36 RETWEETS 1 FAVORITE

Heidi @hsawndot
@belvederevodka nope. Not "sorry we offended you". Try "sorry for our part in promoting rape culture. We will do better" #apologyfail

Social media listening



- Social media listening has become an indispensable research tool for marketing and competitive intelligence
- Listen to social media to get feedback and insights from consumers for marketing purposes
- Research - Customers/Competitors and prospects
- Engage and Share

Helping you grow your business

Social media broadcasting



- Is it for a conversation or broadcasting?
- It's no longer about how many friends or followers you can amass – it's all about substance.
- Two-way communication.

Helping you grow your business

Social Media Tools



- Buffer
- Hootsuite
- MeetEdgar
- Tweet Deck

Helping you grow your business

YouTube - Amazing Facts of the Day



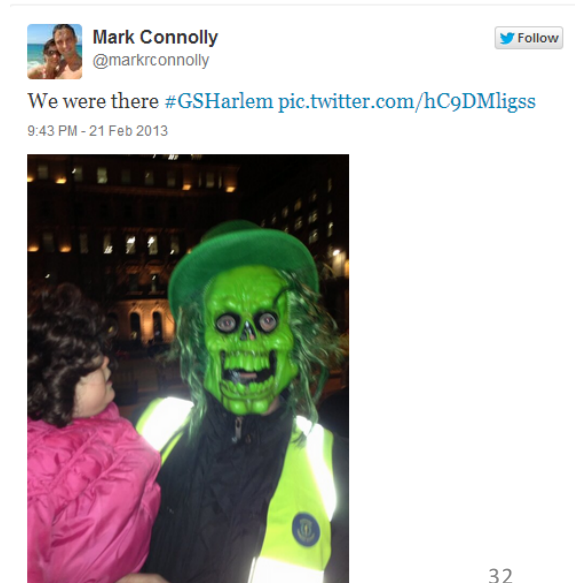
- There is more bandwidth and processing in the current YouTube service than there was in the entire internet in 2000
- Every minute, more than 100 hours of video are uploaded to **YouTube**.
- **YouTube** has over a billion users, almost one-third of all people on the Internet
- **YouTube** was founded by 3 former employees of PayPal.
- Video consumption is set to explode this year with Cisco predicting that it will account for 69% of all consumer internet traffic by 2017.
- This comes as no surprise with internet speeds and mobile usage continually rising to enable users to stream videos wherever they are, whenever they want.

Video – what to post

- Show Products and Services
- Customer Testimonials
- Customer Support
- Personalised Contact

My own example

- [Harlem Shake videos](#)



Live Video Streaming



- We now have over 46% of video consumed on mobile technology.
- The use of live feeds started in 2015 with the rise of Periscope and Meerkat. This trend exploded in 2016 with Blab, Facebook Live and Snapchat Stories, Instagram stories joining the scene.
- Statistics show that Snapchat's Live Stories generate 10 to 20 million views per day while Facebook has eight billion video views daily and its users spend three times longer watching live video.

Helping you grow your business

What is Lead Nurturing

- Lead nurturing is a huge opportunity for marketers:
 - Forrester Research says that companies who excel at lead nurturing generate 50% more sales-ready leads at 33% lower cost – that means you can achieve big wins by preventing good leads from going dark.
- Lead nurturing is a system of sending automated e-mails and additional content of interest to your leads as a way of maintaining contact with them, moving them through the sales funnel and, finally, delivering them as a customer.

Email Marketing Automation Tools



Helping you grow your business

ToF, MoF, BoF



Top of the Funnel



Offer 1 Best Practices
Answers the question "What do I need?"

- Examples:
- Guides
 - eBooks

Middle of the Funnel



Offer 2 Best Practices
Answers the question "Why do I need it from you?"

- Examples:
- Case studies
 - Recorded webinars

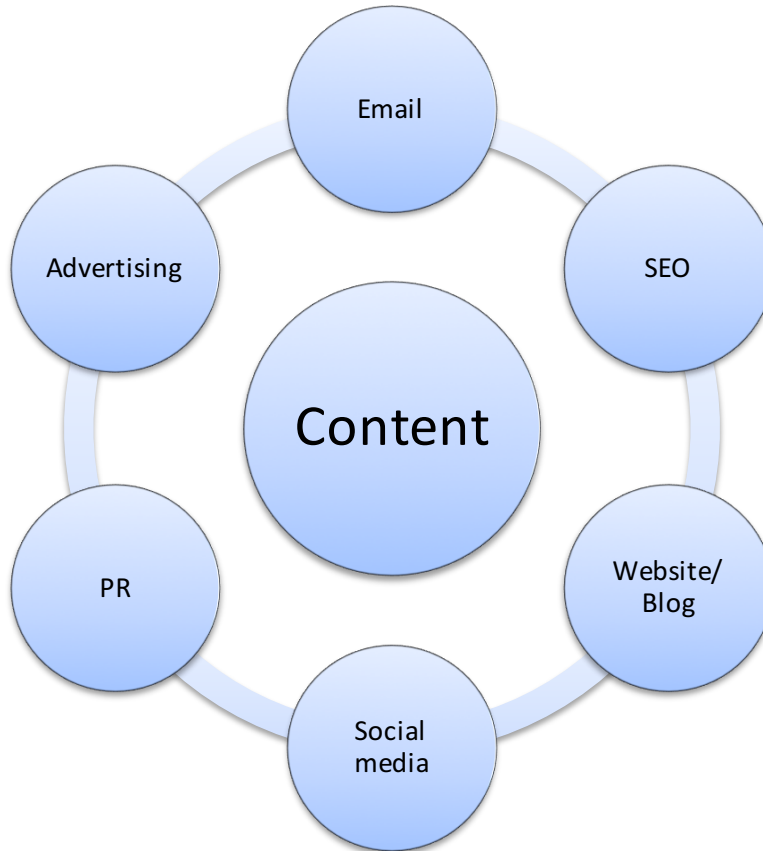
Bottom of the Funnel



Offer 3 Best Practices
Answers the question "Why should I buy now?"

- Examples:
- Free trial
 - Audit
 - Assessment

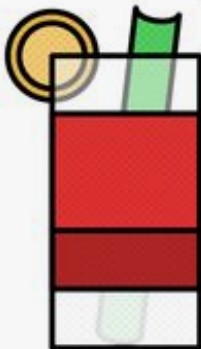
Content marketing feeds lead generation



Content Marketing

INDUSTRY NEWS

BLOODY MARY



Serving suggestion

Short, sharp servings of news via e-newsletters, blogs and social media

3 parts fresh news

1 part spicy trends

1 part clear examples

USER-GENERATED CONTENT

PIÑA COLADA



Serving suggestion

Take a holiday with this one and pass on the serving suggestions to your users. Suggest a theme, hashtag or even use the product as a common prop.

3 parts user experience

1 part creativity

1 part branding

Hashtag garnish (optional)



Getting your measures right

The key is finding the right stories to engage your audience and hitting them at the right time.



Mixology Masters

The Content Marketing Association and Hubspot are industry news masters, gathering the choicest news and trends from contributors and distributing it to an engaged audience. Be sure to use your existing networks to reach more potential fans.



45% of marketers find e-newsletters or online magazines effective



Getting your measures right

Take a back seat as much as possible. Consumers are usually more interested in hearing what their friends think than in what brands have to say.



Mixology Masters

Both Coca-Cola with its personalised bottles and Starbucks with its designer doodle coffee cups have enjoyed big success with user generated campaigns and drinking vessels in recent years!



Millennials spend about **5.4 hours** every day engaging with peer-created content

Content Marketing cont.

SOCIAL VIDEO

MARGARITA



Serving suggestion

Best served with an edge, shared with friends and jazzed up with a colourful accessory or two (think jokes, life hacks and striking imagery).

1 part colourful, artistic appeal

1 part clear message

1 part entertainment

BLOGS

DAIQUIRI



Serving suggestion

Flavour your blog with the stuff that matters in your industry. Aim at a target audience and make sure that you only get as technical as that audience requires.

1 part strong examples

1 part consistency

1 part specialist industry knowledge



Getting your measures right

The nature of video content makes it relatively easy to monitor the reach of your content, including total views, views from your demographic, shares, subscribers and that all-important CTR.



Mixology Masters

It's easier to make a statement using a visual medium; virtually anything is possible. Brands who Vine well include **Ikea** with its cute colourful life hacks and **Innocent** with its beautiful eco-warrior friendly Imagery.



Video will be responsible for **79%** of all consumer web traffic by 2018



Getting your measures right

While it is imperative that your blogs are interesting and useful, bear in mind that they also need to be easily digestible at no more than about 400-800 words.



Mixology Masters

With an estimated 110 million estimated monthly users, there's no denying that the **Huffington Post** is one hell of a popular blog. As far as content marketing is concerned, specialist sites like **Copyblogger** and **Contently** are a great source of information.

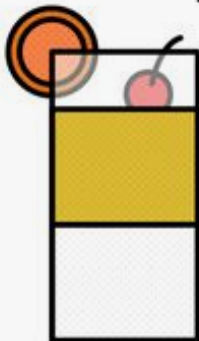


67% of marketers have success with blog posts and articles

Content Marketing Cont.

VIRAL CONTENT

TOM COLLINS



Serving suggestion

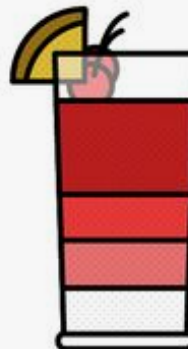
Identify what you want to achieve and decide whether you want to play up the sour twist or the sugar sweet finish.

1 part strong message

1 part compelling story

INFOGRAPHICS

SINGAPORE SLING



Serving suggestion

Get the design right and watch your data come alive.

2 parts clear storyline

1 part quality data

1 part hard-hitting stats

1 part striking design



Getting your measures right

When assessing the success of your viral campaigns, pay special attention to lead generation, brand exposure and conversion.



Mixology Masters

Sport England had a huge hit challenging negative body image this year with its 'This Girl Can' campaign, inspiring more women to get active. It will also be a while before anyone can forget the **Cadbury's** gorilla.



Timing is everything - hit people with viral at the beginning of the workday



Getting your measures right

You can sling all the data in the world at it, but without a compelling story to tell your audience, it'll miss the mark.



Mixology Masters

LinkedIn is adept at creating simple engaging infographics like its 'A Well Balanced Blog', while **Custom Made** and **Chergich & Co** effectively spell out the scale of a big problem in 'Spiralling Out of Control: Plastic Buildup In Our Oceans'



41% of marketers find infographics to be an effective content format

Face it: Your clients are just not that into you!



If this is your content.....



...This will be your audience



Types of content include....

- **Utility value** – eg free apps, worksheets, checklists, tools
- **Monetary value** – eg. discounts, competitions, tools
- **Knowledge value** – eg blog posts, webinars, podcasts, infographics, eBooks, White papers, reports, how-to videos
- **Entertainment value** – eg humorous videos, photos
- **Personal value** – eg tools for improving productivity in the office



Follow the 1-7-30-4-2-1 rule



- **Daily** blog
- **Weekly** video
- **Monthly** e-newsletter
- **Quarterly** E-book
- **Twice** annually infographic
- **Annual** white paper

Helping you grow your business

Each original piece needs a Call-to-Action



Helping you grow your business

Step 5 – Action Plan



- Situation
 - Objectives
 - Strategy
 - Tactics
 - **Actions** →
 - Control
- Content Plan
 - Frequency
 - Awareness
 - Acquisition
 - Retention
 - Tick The Boxes

Be Agile – Not 80:20 but 70:20:10



- 70% of your marketing is the planned marketing
- 20% of your marketing should be programmatic.
- 10% of your marketing is purely responsive.

Speed of Interactions

Remember how a handful of brands proved they could re-invent the customer experience within minutes during the Super Bowl black-out? Oreo was just one:



Paddy Power



Singles only. Online only. Applies to the BBC TV debate on Britain in Europe between Nick Clegg and Nigel Farage and to the first YouGov poll on the debate winner published following the debate. Bets void should this debate not take place before the 2014 European Parliament Elections. Prices correct at time of printing.

Need help? Get advice at gamblingcare.com or call 0800 0620 133

Tools To Help With Action Plan



- Microsoft Excel
- Trello - <https://trello.com>
- Wunderlist - <https://www.wunderlist.com>
- Asana/Basecamp

Step 6 - Control



- Situation
 - Objectives
 - Strategy
 - Tactics
 - Actions
 - **Control** →
- Are you on track to meet your objectives?
 - Number of leads
 - Increase in visitors
 - Process of Reporting
 - Analysis
 - Ongoing Improvement

Google Analytics



Channels

Jun 30, 2015-Jul 30, 2015

Save Email Export Add to Dashboard

All Sessions 100.00% + Add Segment

Explorer

Summary Site Usage Goal Set 1 Ecommerce

Sessions VS Selects metric

Day Week Month



Primary Dimension: Default Channel Grouping Source / Medium Source / Medium Other

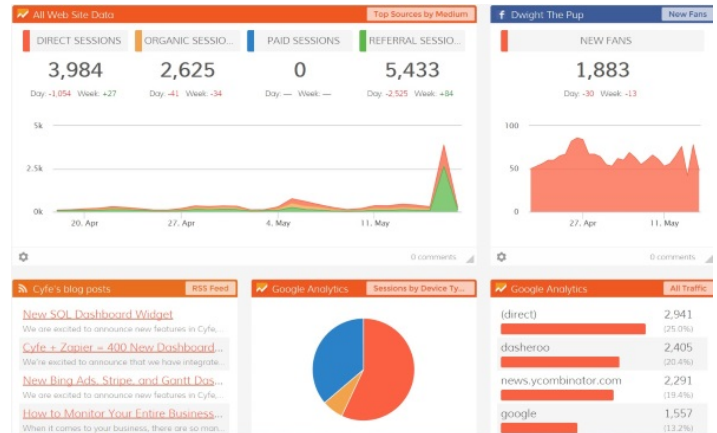
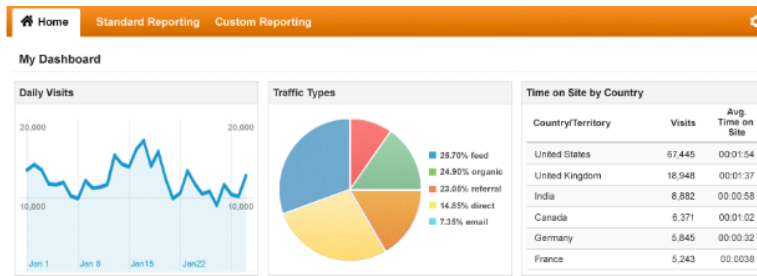
Plot Rows Secondary dimension Sort type: Default

advanced

Default Channel Grouping	Acquisition			Behavior				Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Contact us (Goal 1 Conversion Rate)	Contact us (Goal 1 Completions)	Contact us (Goal 1 Value)	
	1,652 <small>% of Total: 100.00% (1,652)</small>	89.41% <small>Avg for View: 89.10% (0.34%)</small>	1,477 <small>% of Total: 100.34% (1,472)</small>	47.09% <small>Avg for View: 47.09% (0.00%)</small>	2.92 <small>Avg for View: 3.92 (0.00%)</small>	00:01:17 <small>Avg for View: 00:01:17 (0.00%)</small>	0.48% <small>Avg for View: 0.48% (0.00%)</small>	8 <small>% of Total: 100.00% (8)</small>	\$8.00 <small>% of Total: 100.00% (\$8.00)</small>	
1. Referral	784 (47.48%)	98.21%	770 (52.13%)	73.21%	1.44	00:00:41	0.00%	0 (0.00%)	\$0.00 (0.00%)	
2. Organic Search	520 (31.48%)	77.50%	403 (27.29%)	1.92%	5.43	00:02:11	1.15%	8 (75.00%)	\$8.00 (75.00%)	
3. Direct	268 (16.22%)	95.15%	255 (17.26%)	71.64%	1.85	00:00:31	0.37%	1 (12.50%)	\$1.00 (12.50%)	
4. Social	80 (4.84%)	81.25%	49 (3.32%)	2.50%	4.88	00:03:53	1.25%	1 (12.50%)	\$1.00 (12.50%)	

Helping you grow your business

Step 6 – Control (Digital Dashboards)



Helping you grow your business

Metrics



- What are you measuring?
- Leads
- Leads to Sale
- Conversion rate
- Engagement rate
- Time on site

Digital Marketing Metrics



- **Click through rate (CTR)** – the percentage of viewers of an advert/marketing opportunity that make the first click through to the target media. Within pay per click advertising this metric rapidly identifies the initial success of any advert and is used by both the advertiser and the publisher to select the best adverts.
- **Bounce rate** – the percentage of viewers who initially click on a web link then immediately bounce back to the originating website or search engine. A high bounce rate indicate poor targeted marketing.
- **Conversion rate** – the percentage of viewers who subsequently complete the transaction to whatever is defined as a success by the company – this is usually, but not always, a sale but could be (for example) a download or newsletter sign up.
- **Cost per click** – usually used with paid website adverts (Adwords etc.) but can equally be used to assess the results of other marketing activities provided click can be attributed accurately.

Email measurement – the key measures used to analyse email effectiveness are:

- Email Open rate – the percentage of subscribers who open an email
- Email Click rate – the percentage who click on a link within the email
- Email Unsubscribe rate – how many users unsubscribe from a mailing list
- Email Bounce rate – emails that are bounced back undelivered

Marketing Mavens



Mark Connolly

- Business Owner of Digital Marketing Agency – **Marketing Mavens**
- Chartered Marketer (Chartered Institute of Marketing)
- Tutor for Chartered Institute of Marketing (CIM)
 - Marketing Communications
 - Digital Marketing
- Author of a book on Digital Marketing Strategy
- Website – www.marketingmavens.co.uk
- Contact – mark@marketingmavens.co.uk

Marketing Mavens

Marketing Mavens is for marketing managers and business owners who are tired of spending a lot of money on campaigns that can't be measured and don't deliver results.

Develop a presence

Increase Awareness

Improve Conversions

Training

We take a holistic approach and put together integrated marketing strategies and campaigns that will drive visitors to your website and convert those visitors into leads.