



The 6 STEP Digital Marketing Success Formula

Digital Success – It's in the Planning

Before we embark on a digital campaign for our company or building digital assets, we need to carefully **consider what it is we want to achieve** with digital marketing and devise a strategy to meet our goals.



Undertaking **digital marketing planning** is the most effective way to do this and should include the following steps:

1. **Context** – analysis of your business and its environment, competitors and target market.
2. **Objectives** – setting goals which are aligned to your business aims.
3. **Value-Exchange** – defining what value your business is offering online in exchange for your viewer's time.
4. **Tactics and Evaluation** – selecting digital tactics to best deliver your defined objectives.
5. **Measurement** – how you will measure success and what online activities you will track.
6. **Optimisation** – how you will continue to positively grow and evolve your online strategy.

1. Context

Good digital planning **starts with information gathering:**

Review your business objectives and your offering to your customers in terms of your:

- Product or service
- Price
- Placement or distribution
- Promotional mix
- People



- Understand the environment in which your business is operating and the prevailing macro factors. Use a tool such as PESTLE <https://processpolicy.com/pestle-analysis.htm> to review possible political, economic, social, technological, legal and environmental impacts.
- Look at what your competitors are doing online – what's right, what's wrong and what can you learn from them.

- Consider your target audience – what are their needs; what can you glean about their digital habits; what online devices are they using and where are they to be found – Facebook, Instagram, LinkedIn, etcetera.
- Once you've assimilated your contextual information, use a SWOT analysis to define the strengths and weaknesses of your business, plus its opportunities and threats.

2. Objectives

A company's digital **objectives must be aligned to its business objectives**. It's best to use a SMART approach when defining digital objectives, making them Specific, Measurable, Attainable, Realistic and Time Bound.

Here is an example:

Business objective: To build brand loyalty by frequently engaging with key existing, priority customers.

Digital Objective linked to the business objective: To launch a mobile SMS campaign which encourages customer engagement with the brand via visits to the company website. Website visits to be encouraged by the inclusion of the company website URL in an SMS with a strong call to action. Record a 5% increase in SMS induced visits to the website over a 6 month period, tracking visits via Google Analytics.



3. Value Exchange

Your online material **cannot merely be a thinly veiled advertisement**. Viewers are looking for genuine value – either in the form of entertainment and/or information. You need to offer content which has a link to your product or service, but which will be perceived as genuine value add.

Here's an excellent example of a video which Corning, global leaders in glass, produced to illustrate the possible future of glass in our lives. It has great entertainment value and went viral with over 23 000 000 views:

https://www.youtube.com/watch?v=6Cf7IL_eZ38

It's memorable and strongly positions Corning as innovative brand leaders.

4. Tactics and Evaluation

Understanding the context of your business environment and **defining your digital objectives and value exchange**, should facilitate the choice of the right tactics to fulfill your strategy.

Carefully consider the available tactics and evaluate their possible efficacy in meeting your company's objectives and budget. Some tactics are best for acquisition of new customers, for example, effective Search Engine Optimisation (SEO), while others, like email newsletters, are ideal for retention of customers.

Possible tactics include:

- Online advertising
- SEO (Search Engine Optimisation)



- Affiliate Marketing
- Pay Per Click Advertising
- Social Media Marketing
- Online Reputation Management (ORM)
- Web PR
- Email Marketing
- Video Marketing

5. Measurement

Whatever tactics you select, it's imperative to decide what you will **measure to determine the efficacy** and how you will measure it.

If you are running a Google AdWords campaign, you may want to find out how long visitors are spending on your website and how many of those visitors are fulfilling your call to action. These would then be your Key Performance Indicators. Google Analytics

<http://www.google.co.za/analytics/>

provides a free website analytics service. Just ensure you set up tracking tags on each website page– visit <https://www.google.com/tagmanager/>

Similarly there are feedback tools for social media platforms such as Twitter and Facebook.

6. Optimisation

Digital technology changes all the time. It's important that any company, embarking on a digital campaign, continues to measure its effectiveness and makes any required changes or upgrades.

The quest is to continually delight and engage customers. The only way to do this effectively is to continue Testing, Analysing and Optimising.



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