

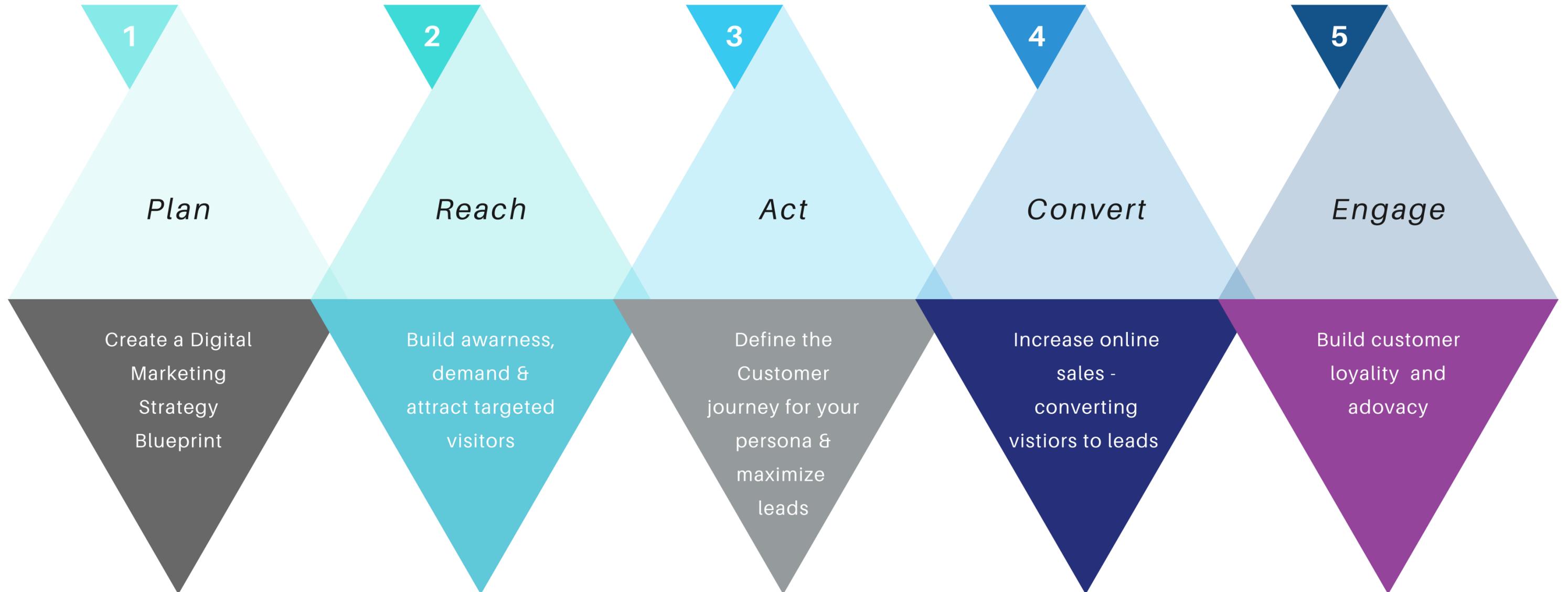
Digital Marketing Framework



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Our Strategic Digital Marketing

Framework Outline



Our 5 Stage Process

01

The PLaN

Work with our Clients
What they want and
need. Timelines are
set.

Opportunity: Plan

Create a Digital Marketing Strategy
Review Market Place and Set Objectives

Strategy

- Work with our Clients as a Consultancy Agency
- Select Targeted Market segmentations and personas
- Define your Online Value Proposition, including review of business model, brand positioning and integration with traditional channels.
- Review marketing mix for online options for the 4 Ps- Product, Price, Promotion and Place

Action

Implement and manage digital marketing communications

Make smart budget investments and optimise your digital communications across 25 key customer touchpoint interactions covered by:

- Reach: Build your audience by integrating organic and owned methods of lead attraction
- Act: Using content marketing and persuasion to prompt brand interaction and leads
- Convert: Use conversion rate optimization to boost online and offline sales
- Engage: Develop customer loyalty and repeat sales

02

Reach

Grow your Audience
online

Opportunity: Grow your Audience

Set realistic targets for building traffic, awareness and social media followers

- Define KPI dashboards to review effectiveness of current digital media in analytics
- Review current use of digital media opportunities to improve

Strategy

Set the Best communications options

- Define key brand messages to grow audience awareness, familiarity and purchase intent
- Select relevant media and targeting
- Link to your content marketing strategy (Act)
- Prioritise channel media spend, summarized in a conversion-based media plan and budget

Action

Optimise your digital communications

Work on optimising content marketing to support key digital communications for your business:

- Social media marketing optimization
- Review relevance of affiliate and partner marketing
- Review opportunities from Display Advertising
- PR, influencer outreach and SEO

03

Act

Define the Customer journey for your persona & maximize leads

Opportunity: Encourage brand interactions and leads

Act is short for Interact. It's a separate stage from conversion since encouraging interactions on websites and in social media to generate leads is a big challenge for online marketers. It's about persuading site visitors or prospects to take the next step, the next Action on their journey when they reach your site or social network presence

Strategy

Prioritize content marketing and customer journeys

- Define customer personas
- Define content marketing plan
- Modify website and improvement plan including lead profiling

Action

Manage content marketing and lead generation

- Create campaign plan, editorial calendar and outreach plan
- Create content assets including video marketing
- Improve landing pages and site page templates. Personalised onboarding
- Define goals, events and dashboards for measuring customer interactions
- Review customer journeys for desktop-mobile visits using analytics and feedback tools

04

Convert

Increase online sales -
converting visitors to
leads

Opportunity: Increasing Conversion of Leads

This is the conversion from lead to sale. It involves getting your audience to take that vital next step which turns them into paying customers whether the payment is taken through online Ecommerce transactions, or offline channels

Action

Manage continuous improvement of conversion

- Implement CRO through test plan for AB and multivariate site tests and experiments
- Implement lead retargeting programme using site personalization, display retargeting and behavioural email programme
- Optimise ROPO behaviour (Research Online-Purchase Offline)

Strategy

Prioritize content marketing and customer journeys

- Define how key online communications (search, email, social, mobile) drive sales
- Define offline integration paths to purchase
- Define online conversion rate optimisation (CRO) approach
- Create and review site conversion funnels and paths to purchase (online and offline) and quantify targets for incremental revenue
- Review analytics and customer feedback

05

Engage

Build customer
loyalty and advocacy

Opportunity: Build customer loyalty and advocacy

IMPROVING CUSTOMER ENGAGEMENT

This is long-term engagement that is, developing a relationship with first-time buyers to build customer loyalty as repeat purchases using communications on your site, social presence, email and direct interaction. We're also looking to build advocacy or recommendations through 'word-of-mouth'.

Action

Implement online customer communications plan

- Implement or refine personalization rules on desktop and mobile sites
- Customer onboarding including event-triggered personalized emails and newsletters
- Manage social media and email campaigns for customer engagement and advocacy
- Review customer satisfaction drivers
- Review effectiveness of customer communications

Strategy

Define plan to improve customer retention and engagement

- Create customer engagement plan
- Create online personalisation and plan for incremental revenue
- Create customer contact plan (email marketing and social media marketing)