

DIGITAL MARKETING STRATEGY & PLANNING

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TOPIC OUTLINE

1. Defining a digital-marketing strategy
2. Creating a Digital Marketing Strategy using SOSTAC
3. Setting goals and KPIs
4. Building a digital marketing plan
5. Budgeting for digital campaigns

DEFINING AND DIGITAL-MARKETING STRATEGY AND OBJECTIVES

Strategy is defined as the means to achieve a goal.

Digital-business strategy is the deployment of enterprise resources to capitalize on technologies for achieving specific objectives that ultimately improve performance and create a sustainable competitive advantage.

Digital marketing strategy is the design of a marketing strategy that capitalizes on an organization's electronic or information technology capabilities to reach specified objectives.

STRATEGIC PLANNING

Strategic planning

Refers to the managerial process of developing and maintaining a viable fit between the organizations objectives, skills, and resources and its changing market opportunities.“
(Kotler and Keller, 2008)

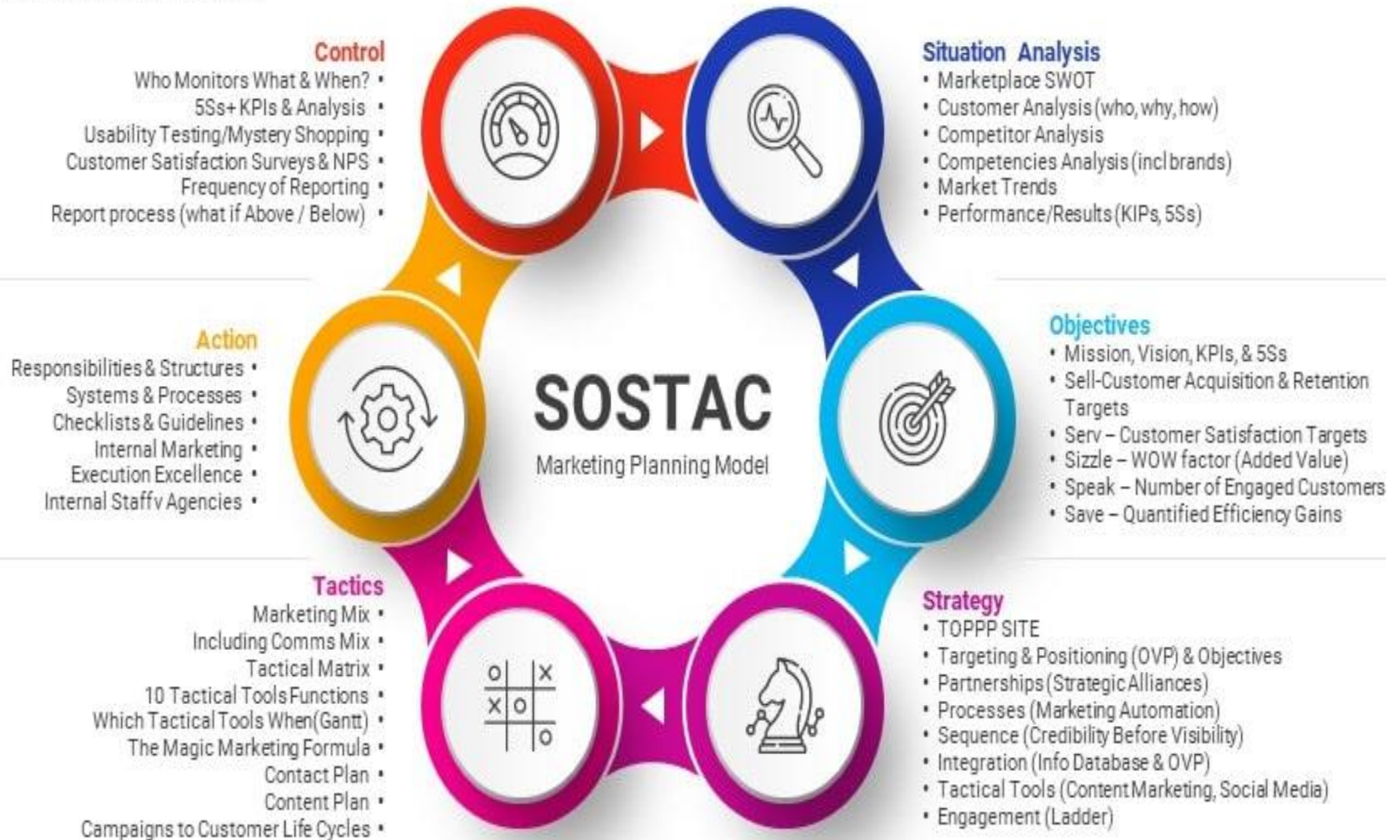
Two key elements of strategic planning are:

The preparation of a SWOT analysis,

The establishment of strategic objectives

SOSTAC Marketing Planning Model

SOSTAC Marketing Planning Model



DIGITAL-MARKETING OBJECTIVES

These are deliverables, metrics or results an individual or a company aims to achieve in order to acquire a longer-term vision.



Specific

Are we detailing exactly what we want to do?

Measurable

Is it something that can be tracked and measured?

Achievable

Is it something that is actually possible to achieve?

Relevant

Does it directly relate to success for the business?

Time Bound

Have we set real timelines for when we want to do it?

COMMON DIGITAL-MARKETING STRATEGIC OBJECTIVES

Objectives

- Increase brand recognition
- Increase brand engagement
- Customer satisfaction
- Raise sales revenues
- Close sales
- Increase profit margins
- Customer acquisition
- Improve product quality
- Differentiation
- Customer lifetime value

Success metrics

Impressions

Web traffic

Referrals

Shares, likes, subscribes

DIGITAL-STRATEGIES

1. Employ online agents e.g. influencers, bloggers, celebrities, public figures among others.
2. Content sponsorships
3. Content creation
4. Online order processing and purchasing
5. E-commerce transaction systems
6. CRM/ database marketing
7. Online promotions (Ads, PR, Billboards personal selling)
8. Affiliate programs
9. Business intelligence
10. And so many others ...

2



WEB ANALYTICS

The process of gathering, synthesizing, and analysis of website data to improve the website user experience and offer data to users to make informed decisions.

Mainly, web analytics manages and optimizes websites, web applications, or other web products

Software, e.g., Google Analytics, Hotjar, Adobe Analytics, HubSpot & many others.

Examples of metrics to track with web analytics

- Source of web traffic
- Page visits / Sessions
- Conversion rates
- Monthly unique visitors
- Unique ecommerce metrics
- Bounce rate
- Repeat visitor rates

Building a digital marketing plan

1



Understand the Digital Marketing Landscape

Learn the fundamentals of digital marketing, including key channels like SEO, PPC, and social media, to build a strong foundation.

2



Choose the Right Digital Marketing Channel

Select channels that align with your goals and audience, whether it's social media, content, PPC, or email marketing.

3



Learn Core Digital Marketing Skills

Develop skills in SEO, copywriting, and social media management to create high-quality campaigns that engage your audience.

6



Use Digital Marketing Tools

Enhance your efficiency with tools like Google Analytics, Semrush, and Mailchimp to track, optimize, and automate your marketing efforts.

5



Build and Launch Digital Marketing Campaigns

Set clear goals, identify your audience, and create compelling content to launch successful campaigns across your chosen platforms.

4



Explore Certifications and Courses

Boost your credibility and knowledge with digital marketing certifications from top platforms like Google, HubSpot, and Semrush.

7

Stay Updated on Marketing Trends

Keep up with evolving trends like influencer marketing, AI, and video content to stay competitive in the digital landscape.



8

Measure Success and Optimize

Track metrics like conversions and engagement to continuously refine your strategy and improve your results over time.



TIPS ON DEVELOPING A BASIC DIGITAL CAMPAIGN BUDGET

- a) Prepare and plan your marketing budget
- b) Know your numbers.
- c) Include key marketing budget items and activities
- d) Manage your marketing budget
- e) Be aware of the challenges of the marketing budget

<https://www.adobe.com/in/acrobat/roc/blog/how-to-create-marketing-budget-pdf.html>

BUDGET TEMPLATE FOR DIGITAL CAMPAIGNS

Campaign name				Date	
Estimated Budget Total					
				Percentage 100%	
No.	Marketing item/activity	Quantity	Estimated cost per item (in Ugx)	Sub total (In Ugx)	%
1	Survey Competitor analysis	2	5,0000,000	10,000,000	15%
2	Website development	1	2,000,000	2,000,000	2%
	Software	1	4,000,000	4,000,000	5%
3					

STOP
alking
It's the end.
Finish. Time's up.