Digital Marketing: Strategic Planning & Integration

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Templates

These templates accompany the Tutor’s Manual and are designed to be added to your University’s virtual learning environment, or printed out for class.

# Chapter 1: The digital marketing landscape

## Template assessment of disruption

|  |  |  |
| --- | --- | --- |
| Brand name | Description of potential disruption | Assessment of the differentiation this would generate |
|  |  |  |
|  |  |  |

# Chapter 2: The digital consumer

## Template assess the customer journey fundamental stages

|  |  |
| --- | --- |
| Customer journey stage | Your actions |
| 1. Pre-purchase |  |
| 2. Purchase |  |
| 3. Post-purchase |  |

Template analyse the customer experience

|  |  |  |
| --- | --- | --- |
| **Topic** | **Questions to be answered** | **Your response** |
| Customer experience dynamics | * What is the state of the external environment? |  |
| Mapping the customer journey | * Have customers been involved in the journey mapping process? |  |
| The multichannel journey | * Who are the customers using the channels? * What are their preferences? |  |
| The multidevice and mobile journey | * Are there opportunities to provide greater information via mobile? * What percentage of customers use mobile in search? |  |
| Customer experience measurement | * Are any measurement tools in place? |  |
| Effects of touch points | * Are the different touchpoints recognized? |  |
| Customer journey and experience design | * Is the customer journey the same across all channels? |  |
| Partner and network management | * Are any partners involved in the service? |  |
| Internal firm perspective | * Which teams are involved with the customer experience? |  |

## Template application of consumer behaviour steps to a digital context

|  |  |
| --- | --- |
| Consumer behaviour steps | Application to digital |
| Describe item |  |
| Desire |  |
| Acquisition |  |
| Consumption |  |
| Disposal |  |

## Template application of the technology acceptance model

| **Perceived usefulness** | **Perceived ease of use** |
| --- | --- |
| 1. My job would be difficult to perform without **\_\_\_\_\_\_**.  2. Using **\_\_\_\_\_\_** gives me greater control over my work.  3. Using **\_\_\_\_\_\_** improves my job performance.  4. The **\_\_\_\_\_\_** system addresses my job-related needs.  5. Using **\_\_\_\_\_\_** saves me time.  6. **\_\_\_\_\_\_** enables me to accomplish tasks more quickly.  7. **\_\_\_\_\_\_** supports critical aspects of my job.  8. Using **\_\_\_\_\_\_** allows me to accomplish more work than would otherwise be possible.  9. Using **\_\_\_\_\_\_** reduces the time I spend on unproductive activities.  10. Using **\_\_\_\_\_\_** enhances my effectiveness on the job.  11. Using **\_\_\_\_\_\_** improves the quality of the work I do.  12. Using **\_\_\_\_\_\_** increases my productivity.  13. Using **\_\_\_\_\_\_** makes it easier to do my job.  14. Overall, I find the **\_\_\_\_\_\_** system useful in my job. | 1. I often become confused when I use the **\_\_\_\_\_\_** system.  2. I make errors frequently when using **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**.  3. Interacting with the **\_\_\_\_\_\_** system is often frustrating.  4. I need to consult the user manual often when using **\_\_\_\_\_\_**.  5. Interacting with the **\_\_\_\_\_\_** system requires a lot of my mental effort.  6. I find it easy to recover from errors encountered while using **\_\_\_\_\_\_**.  7. The **\_\_\_\_\_\_** system is rigid and inflexible to interact with.  8. I find it easy to get the **\_\_\_\_\_\_** system to do what I want it to do.  9. The **\_\_\_\_\_\_** system often behaves in unexpected ways.  10. I find it cumbersome to use the **\_\_\_\_\_\_** system.  11. My interaction with the **\_\_\_\_\_\_** system is easy for me to understand.  12. It is easy for me to remember how to perform tasks using the **\_\_\_\_\_\_** system.  13. The **\_\_\_\_\_\_** system provides helpful guidance in performing tasks.  14. Overall, I find the **\_\_\_\_\_\_** system easy to use. |

# Chapter 3: The digital marketing toolbox

## Template website usability analysis

|  |  |
| --- | --- |
| **Website usability features** | **Your organization** |
| **Learnability**: How easy is it for users to accomplish basic tasks the first time they encounter the design? |  |
| **Efficiency**: Once users have learned the design, how quickly can they perform tasks? |  |
| **Memorability**: When users return to the design after a period of not using it, how easily can they re-establish proficiency? |  |
| **Errors**: How many errors do users make, how severe are these errors, and how easily can they recover from the errors? |  |
| **Satisfaction**: How pleasant is it to use the design? |  |

## Template application of the honeycomb model

|  |  |  |
| --- | --- | --- |
| Honeycomb element | How I use social media personally | How businesses use social media in my world |
| Identity |  |  |
| Conversations |  |  |
| Sharing |  |  |
| Presence |  |  |
| Relationships |  |  |
| Reputation |  |  |
| Groups |  |  |

## Template application of the digital marketing toolbox

|  |  |  |
| --- | --- | --- |
| **Digital marketing toolbox element** | **Current use** | **Recommendations** |
| Email |  |  |
| Websites |  |  |
| Online PR |  |  |
| Search engines |  |  |
| Blogs |  |  |
| Social networks |  |  |
| Social media advertising |  |  |

## Template sentiment analysis tweet collection

### Company A

@scc104 Right back at you! 💙

@jhshifris11 You too!

@anguschampion @AmericanAir We look forward to having you onboard!

@HannahMarjon Thanks for the kind words, Hannah! We do what we can! 😉

@iamthebearjew Bummer! Mind sending us your confirmation code via DM? We can issue a standard travel credit for the inoperable TV.

@sara\_koenig Thanks for the love! We try to keep the temperature at 74 degrees. Are you able to close the vent right above your seat?

@vuwildcat07 Since it's probably not safe to stand on your head during the flight, maybe you can switch seats! Chec… https://t.co/WeEAPJ0Mlw

@MattyMorrissey @jerryspringer That's a real bummer. Please send us your confirmation code via DM here https://t.co/xSmyP7Lfyg

@BLynchBooks We're sorry to hear this. Please reach out to our Atlanta Baggage Service Office at 404-946-7277 extension 151-3314.

@SDodg08 https://t.co/eInAxz9wcP

|  |
| --- |
| Positive |
| Negative |
| Mixed |
| Neutral |

### Company B

@MattyMorrissey Sorry about that! Have you checked to see if you can switch seats?

@skamille We're here if you need us.

@sharontharp We hear you. Please send us your confirmation code via DM here https://t.co/xSmyP7Lfyg

@WandrMe Officially, 1,994 RTs as of today.

@skamille Hi Camille, is there anything we can do to help via Twitter?

@WandrMe Round trips, Seth. 4,000 segments. – MJ

@sharontharp ...first-come basis. We apologize for any frustration that has caused you. 2/2

@sharontharp We're so sorry to hear of your frustration, Sharon. It's definitely ideal to have your bag next to you… https://t.co/orGBYiQVFe

@KieraSmalls Yay! We're so glad to hear that, Kiera. Enjoy your time in Costa Rica! 💙💙💙

@mcoppers Great photo! #FuturePilot

|  |
| --- |
| Positive |
| Negative |
| Mixed |
| Neutral |

### Company C

@lynn\_ellison Sorry Lynn – you responded to @rhian\_mullis tweet so I believed you were with her. Is that not the case? Did you travel 1/2

@lynn\_ellison @rhian\_mullis We're making every effort to do so Lynne, Baggage Services will update you with any information when available.

@McChloeLouise What date are you travelling on Chloe? ^CW

@LewisDAdams Which service will you be travelling on during the match Lewis? ^CW

@McChloeLouise Have you checked in online Chloe? ^CW

@JosephGoodrich7 They will need to be carried in hand luggage only, and you cannot use them or charge them from the aircraft systems :) ^CW

@JosephGoodrich7 OK i will see if i cam find more info – can you advise if the LIPO is a Lithium-Ion type? ^CW

@trickyterra Hi ChrisW – please can you PM your booking ref and seats you're trying to book and I'll take a look. ^CW (also ChrisW!)

@rhian\_mullis person in the event of any mishap. We will of course get your belongings back to you as soon as we possibly can. ^CW 3/3

@rhian\_mullis a full travelling set in the cabin. That said as with al airlines we always recommend carrying absolute essentials on your 2/3

|  |
| --- |
| Positive |
| Negative |
| Mixed |
| Neutral |

### Company D

@rhian\_mullis Hi Rhia, I understand you are upset and it is never our intention to misplace bags, and no we don't suggest carrying 1/3

@rhian\_mullis person at all times and not to put these in checked luggage. You may be able to reclaim travel from your insurers ^CW 2/2

@rhian\_mullis Rhian I am sincerley sorry to hear this – we do advise carrying essentials such as keys, wallets and medication on your 1/2

@rhian\_mullis Hi Rhian – I am really sorry for this and it is a rarity – have you reported this to get tracing underway? ^CW

@conor\_evans We'll get you and your luggage reunited asap Conor and are sincerely sorry for this. ^CW

@JosephGoodrich7 be carried in checked and cabin baggage. ^CW 2/2

@JosephGoodrich7 Hi Joseph, please refer to baggage information pages https://t.co/GEYaPUVtIy this will show what can and cannot 1/2

@conor\_evans Oh No! Sorry to hear this Conor – have you reported to the baggage tracing team so they can get the search underway? ^CW

@paulrtafinch so that we can attempt to get to the bottom of this? ^CW 2/2

@paulrtafinch I'm so sorry you're having difficulty Paul – could you feedback to customer.services@fly.virgin.com with any screenshots 1/2

|  |
| --- |
| Positive |
| Negative |
| Mixed |
| Neutral |

### Company E

@PeterBarr5 Hi Peter, if you DM your flight details, email and home add, we can check to see if a booking has been made. ^Lindy

@chris\_windsor Sorry for the late reply, Chris. I hope you didn’t have to wait too much longer for your bags. ^DR

@jay01527 Hi Justin, it's all been added to your booking. Have a great flight. ^Lindy

@\_benh0lmes I’m sorry you had to wait for your bags, Ben. I hope it didn’t cause too much inconvenience. ^DR

@Pmshoopycanary Hi, please DM us your case reference, full name, email address and contact number and we can check… https://t.co/beA8NeFKbu

@ICONik4 Sorry to hear this. If you'd like us to look into it, please DM your details. ^Lindy

@YoussefMohamed1 At this time the ban remains in place, Youssef. For any updates on our baggage restrictions please… https://t.co/zqp1sTeGst

@welovereading21 rebooking your flights? If yes, DM us your booking ref, email address and contact number. 2/2 ^Linda

@welovereading21 Hi Emanuel, you can find the latest travel new on our website, https://t.co/2Ty8CEO0Dq. Are you du… https://t.co/TgLkCZixGp

@mikesavage07 Apologies for the inconvenience, Mike. ^Lindy

|  |
| --- |
| Positive |
| Negative |
| Mixed |
| Neutral |

### Company F

@axtoli Hi Will, it's possible all prepaid seats have been taken. Further seat selection will become available 24hrs before travel, once 1/2

@George\_5oreass as they are best placed to assist. You can find their contact details here: https://t.co/M7LxwcVlZy. ^Natalie 3/3

@George\_5oreass charges still apply. If you have any queries about making a booking with your voucher we would advi… https://t.co/n38OIHmil4

@George\_5oreass Hi George, if you're booking with your companion voucher you will only pay the Avios for one passen… https://t.co/jivOv2ds1c

@MauritsKalff We appreciate your feedback, Maurits. We'll pass your comments to our Customer Experience team. ^Linda

@jay01527 You're welcome, Justin. We can confirm your mobility scooter has been added to your booking. Apologies fo… https://t.co/ZyiqWVdOYd

@wenders37 Thanks, Wendy. We're always happy to help. Enjoy the rest of your weekend. ^Natalie

@StanfieldGreig Is there something we can help with, Greig? ^DR

@murphyb04 booking ref, email address and contact number. Please accept our sincere apologies for the inconvenience caused. 2/2 ^Linda

@murphyb04 We're concerned to hear you're being charged to rebook your flight, Brad. So we're able to look into this for you, DM us your 1/2

|  |
| --- |
| Positive |
| Negative |
| Mixed |
| Neutral |

# Chapter 4: Content formats

## Template ten point content audit analysis

|  |  |
| --- | --- |
| Situation | Tick if yes |
| 1. There are planned or required brand changes. |  |
| 2. A new website is planned and all content is being explored. |  |
| 3. A new piece of technology, such as a content management system, is being introduced. |  |
| 4. Departments merge or separate, with different or shared responsibilities. |  |
| 5. A piece of UGC has been discovered. |  |
| 6. The organization is reviewing its content marketing strategy. |  |
| 7. The organization needs to know which pages generate most traffic to create more like this. |  |
| 8. The organization needs to know which pages generate least traffic to review or remove. |  |
| 9. Some duplication of pages and content has occurred. |  |
| 10. Some content is out of date and should be removed. |  |

## Template evaluation of the best principles for content marketing

|  |  |  |  |
| --- | --- | --- | --- |
| Element | Describe type of content | Content strengths | Content weaknesses |
| Behavioural |  |  |  |
| Essential |  |  |  |
| Strategic |  |  |  |
| Targeted |  |  |  |

## Template application of the vividness to interactivity scale

|  |  |  |  |
| --- | --- | --- | --- |
| Content type | Levels of vividness | Levels of interactivity | Selected examples |
| Simple post, some words | L | L |  |
| Post with a retweet or link or image | L | L |  |
| Post with images | M | M |  |
| Post with emoticons | M | L |  |
| Animoto, animated image | H | M |  |
| Video | H | L |  |
| Quiz or competition | L | H |  |
| Calculator | L | H |  |
| Combination of video, images, words | H | H |  |

# Chapter 5: Online communities

## Template identification of enhancement strategies

|  |  |
| --- | --- |
| Enhancement strategies | Examples |
| Presentation of the self in a positive manner (behaviors, attributes, attitudes, and feelings) |  |
| Presentation of the self in a socially desirable manner |  |
| Self-promotion designed to impress an audience with one’s competence or talent |  |

## Template privacy paradox checklist

|  |  |  |  |
| --- | --- | --- | --- |
| Your personal data | Where online can you find this data? | Publicly available? | Only shared with friends? |
| Name |  |  |  |
| Age |  |  |  |
| Date of birth |  |  |  |
| Place of birth |  |  |  |
| Your height / weight |  |  |  |
| Your home town |  |  |  |
| Your home address |  |  |  |
| Your mother’s maiden name |  |  |  |
| The university you attend |  |  |  |
| Your qualifications |  |  |  |
| Where you work (or have worked) |  |  |  |
| Your relationship status |  |  |  |
| Your religious beliefs |  |  |  |
| Your political beliefs |  |  |  |
| Your favourite music |  |  |  |
| Films you’ve watched |  |  |  |
| Your favourite brands |  |  |  |
| Devices you own (mobiles, wearables) |  |  |  |
| Where you are right now |  |  |  |
| Your favourite food |  |  |  |
| Your favourite drinks |  |  |  |
| Your favourite clubs or coffee shops |  |  |  |
| Your favourite places to visit |  |  |  |

## Template identify influential communities in your market sector

|  |  |  |  |
| --- | --- | --- | --- |
|  | **#1** | **#2** | **#3** |
| Community name |  |  |  |
| Platform/location |  |  |  |
| Topic/practice/perspective |  |  |  |
| Official/unofficial |  |  |  |
| Private/public |  |  |  |
| Other information |  |  |  |

## Template planning an online community

|  |  |
| --- | --- |
| Question | Our response |
| What is the aim or purpose of the online community? |  |
| What are its specific objectives? |  |
| Have any KPIs for our online community been agreed? |  |
| What will be the community name? |  |
| Is the preferred name available in the relevant social media networks? |  |
| Where will the community be based? (i.e. in a specific location such as Facebook or LinkedIn?) |  |
| What does the community cover, in terms of focus or subject? |  |
| What is not included in the community? |  |
| Who will join the community? (Existing or potential customers or both?) |  |
| Why will they join this community? |  |
| What will make the community members participate? |  |
| What will make the community members continue to return after joining? |  |
| Who will create the content for the community? |  |
| What will be the benefits of the community? |  |
| What are the competitors to this community? |  |

# Chapter 6: Mobile marketing

## Template evaluation of the mobile marketing association’s code of conduct for mobile marketers

|  |  |
| --- | --- |
| Code of conduct conditions | Your evaluation |
| (1) Notice |  |
| (2) Choice and consent |  |
| (3) Customization and constraint |  |
| (4) Security |  |
| (5) Enforcement and accountability |  |

## Template create a mobile advert

|  |  |  |
| --- | --- | --- |
| Advertising format | Words | Images |
| Text messaging |  |  |
| Mobile display ads |  |  |
| Native mobile ads in-feed social |  |  |
| Native mobile ads in-feed content |  |  |
| Native mobile ads in-feed commerce |  |  |
| Native mobile ads in-map |  |  |
| Native mobile ads in-game |  |  |
| Native mobile ads paid search |  |  |
| Native mobile ads recommendation widgets |  |  |
| Native mobile ads custom |  |  |

## Template app development brief

|  |  |
| --- | --- |
| Purpose of app: What is the purpose of the app, how will it help users? Or what issues will it solve? |  |
| Target audience: Who will use the app? |  |
| Define the app content: What content will the app include? Forms, downloadable content, online shop? |  |
| Design: What's the style of the app? |  |
| Define the timing: How long will it take to create? Who and what is involved in the process? |  |
| What’s the budget? |  |

# Chapter 7: Augmented, virtual and mixed reality

## Template technology readiness scale

|  |  |
| --- | --- |
| Technology readiness level | Your example |
| TRL 1 – basic principles observed |  |
| TRL 2 – technology concept formulated |  |
| TRL 3 – experimental proof of concept |  |
| TRL 4 – technology validated in lab |  |
| TRL 5 – technology validated in relevant environment |  |
| TRL 6 – technology demonstrated in relevant environment |  |
| TRL 7 – system prototype demonstration in operational environment |  |
| TRL 8 – system complete and qualified |  |
| TRL 9 – actual system proven in operational environment |  |

## Template six dimensions of interactivity

|  |  |
| --- | --- |
| Dimensions of interactivity | Application |
| 1. Complexity of choice available |  |
| 2. Effort users must exert |  |
| 3. Responsiveness to user |  |
| 4. Monitoring information use |  |
| 5. Ease of adding information |  |
| 6. Facilitation of interpersonal communication |  |

## Template Diagnostic and Statistical Manual–5 IGD criteria and IGD questionnaire

|  |  |  |
| --- | --- | --- |
| Criterion | Question: During the last year… | Yes / No |
| 1. Preoccupation | Have there been periods when all you could think of was the moment that you could play a game? |  |
| 2. Tolerance | Have you felt unsatisfied because you wanted to play more? |  |
| 3. Withdrawal | Have you been feeling miserable when you were unable to play a game? |  |
| 4. Persistence | Were you unable to reduce your time playing games, after others had repeatedly told you to play less? |  |
| 5. Displacement | Have you lost interest in hobbies or other activities because gaming is all you wanted to do? |  |
| 6. Problems | Have you had arguments with others about the consequences of your gaming behavior? |  |
| 7. Deception | Have you hidden the time you spend on games from others? |  |
| 8. Avoidance | Have you played games so that you would not have to think about annoying things? |  |
| 9. Conflict | Have you experienced serious conflicts with family, friends or partner because of gaming? |  |
| Total number of Yes answers | |  |

## Template analysis of experiential value

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Example** | **Playfulness** | **Aesthetics** | **Consumer Return on Investment** | **Service Excellence** |
|  |  |  |  |  |
|  |  |  |  |  |

## Template construction of an outline proposal for a VR or AR app

|  |  |  |
| --- | --- | --- |
| Element to consider | Details | Your response |
| The benefits | * What are the specific benefits of this tool or app? * Why would someone use it? |  |
| The risks | * What could go wrong in designing this? * Are there any potential downsides? |  |
| The social norms | * What makes this tool or app socially acceptable or unacceptable? |  |
| Potential users | * Who are the ideal users for this tool or app? * Why this group? |  |
| User reaction | * How you think the users will react to the app? * Positively, negatively or something else? |  |
| Competitors | * Are any competitors providing anything similar? If yes, why is this idea better? |  |
| Promotion | * Suggest how this could be promoted to the users |  |

# Chapter 8: Audit frameworks

## Template to undertake online competitor analysis

| **Competition question** | **Response** |
| --- | --- |
| Who are our main online competitors? Why these organizations? |  |
| What substantial changes have taken place in these organizations over the last twelve months and why? |  |
| Who are our emerging competitors? Why these competitors? |  |
| What marketing activities do the emerging competitors undertake differently? Why is this? |  |
| How could the marketing activities from emerging competitors impact our business? Why is this? |  |

To undertake online competitor analysis

## Template construction of the digital 7Cs for competitor evaluation

|  |  |
| --- | --- |
| Element | Your response |
| Corporate culture |  |
| Convenience |  |
| Competition |  |
| Communications |  |
| Consistency |  |
| Customization |  |
| Customer journey |  |

## Template evaluation of the 5Is

|  |  |  |
| --- | --- | --- |
| 5Is | Strengths | Weaknesses |
| Involvement (number of fans) |  |  |
| Interaction (number of mentions, comments) |  |  |
| Intimacy (positive, negative sentiment) |  |  |
| Influence (word of mouth including reviews) |  |  |

## Template digital pestle

|  |  |  |
| --- | --- | --- |
| Pestle factor | Digital threats | Digital opportunities |
| Political |  |  |
| Economic |  |  |
| Social |  |  |
| Technological |  |  |
| Legal |  |  |
| Environmental |  |  |

# Chapter 9: Strategy and objectives

## Template tows matrix

|  |  |  |
| --- | --- | --- |
|  | Internal strengths (S)  1. Item  2. Item  3. Item | Internal weaknesses (W)  1. Item  2. Item  3. Item |
| External opportunities (O)  1. Item  2. Item  3. Item | SO "Maxi-Maxi" Strategy  Use strengths to maximize opportunities | WO "Mini-Maxi" Strategy  Minimize weaknesses by taking advantage of opportunities |
| External threats (T)  1. Item  2. Item  3. Item | ST "Maxi-Mini" Strategy  Use strengths to minimize threats | WT "Mini-Mini" Strategy  Minimize weaknesses  and avoid threats |

## Template analysis of the organization’s acquisition, conversion, retention strategy

|  |  |
| --- | --- |
| Phase | Example of strategy within the organization |
| Acquire |  |
| Convert |  |
| Retain |  |

## Template evaluate objectives using the Rean framework

|  |  |  |
| --- | --- | --- |
| **Area** | **Your objectives** | **Strengths/weaknesses of the objective** |
| Reach |  |  |
| Engage |  |  |
| Activate |  |  |
| Nurture |  |  |

## Template construction of objectives using the extended marketing mix

|  |  |
| --- | --- |
| Marketing mix variable | Digital marketing mix objective |
| Product (or service) |  |
| Price |  |
| Place |  |
| Promotion |  |
| People |  |
| Physical evidence |  |
| Processes |  |

# Chapter 10: Building the digital marketing plan

## Template digital application of the 7Ps

|  |  |  |
| --- | --- | --- |
| 7Ps | Digital tactics | Objective to which this relates |
| Product |  |  |
| Price |  |  |
| Place |  |  |
| Promotion |  |  |
| Processes |  |  |
| Physical evidence |  |  |
| People |  |  |

## Template one page digital marketing plan outline

| **Strategy: Pre-purchase, purchase and post-purchase** | | | | |
| --- | --- | --- | --- | --- |
| **Digital toolbox element** | **Objective being achieved** | **Persona 1** | **Persona 2** | **Persona 3** |
| Email |  |  |  |  |
| Websites |  |  |  |  |
| Online PR |  |  |  |  |
| Search engine marketing |  |  |  |  |
| Blogs |  |  |  |  |
| Social networks |  |  |  |  |
| Social media advertising |  |  |  |  |
| UX |  |  |  |  |
| Site design |  |  |  |  |

## Template assemble your digital action plan

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 7Ps / area | Action | When | Note | Skills |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

## Template assess the resources for your plan

|  |  |  |
| --- | --- | --- |
| Resource | Requirements for your plan | Possible options |
| Manpower |  |  |
| Money |  |  |
| Materials |  |  |
| Management |  |  |
| Minutes |  |  |
| Measurement |  |  |
| Method |  |  |
| Machines |  |  |
| Mother nature |  |  |

## Template develop campaign objectives

|  |  |
| --- | --- |
| Strategy |  |
| Objective 1 |  |
| Campaign objective A |  |
| Campaign objective B |  |
| Objective 2 |  |
| Campaign objective C |  |
| Campaign objective D |  |

## Template creative offer and messaging

|  |  |
| --- | --- |
| Headline text  One line – about 55 characters including spaces and punctuation |  |
| Sub-headline  One or two lines – about 140 characters including spaces and punctuation |  |
| Body copy also called the news feed link description  Two or three lines – about 230 characters including spaces and punctuation |  |
| Image  Needs to be an image you own or have paid for |  |

# Chapter 11: Social media management

## Template analyse your social media usage

|  |  |
| --- | --- |
| Social media tools | Your social media usage |
| Wikis |  |
| Social networking sites |  |
| Micro-blogging sites |  |
| Video-sharing sites |  |

## Template application of the 5Cs

|  |  |  |
| --- | --- | --- |
| 5C categories | Which applications | Purpose |
| Communicating: publishing and sharing content |  |  |
| Collaborating: collective content creation |  |  |
| Connecting: networking people |  |  |
| Completing: adding, describing and filtering |  |  |
| Combining: mixing and matching |  |  |

## Template investigation of the social media adoption stage model

|  |  |
| --- | --- |
| Stage | Evidence or examples |
| 1. Experimentation and learning |  |
| 2. Rapid growth |  |
| 3. Formalization |  |
| 4. Consolidation and integration |  |
| 5. Institutional absorption |  |

# Chapter 12: Managing resources

## Template evaluate roles and responsibilities with the raci matrix

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Task** | **Role 1** | **Role 2** | **Role 3** | **Role 4** |
| 1 |  |  |  |  |
| 2 |  |  |  |  |
| 3 |  |  |  |  |
| 4 |  |  |  |  |
| 5 |  |  |  |  |
| 6 |  |  |  |  |
| 7 |  |  |  |  |

R = Responsible, A = Accountable, C = Consulted, I = Informed

## Template the suitability feasibility acceptability judgement

| **SAF framework element** | **Key considerations** | **Your score** |
| --- | --- | --- |
| Suitability | Will the strategy meet the organization’s objectives? |  |
| Does it exploit the strategic capabilities of the organization? |  |
| Is it sustainable over the long term? |  |
| Acceptability | Will the strategy be acceptable to key stakeholders? |  |
| Are the expected performance outcomes (e.g. Return on investment) acceptable? |  |
| Are associated/potential risks containable? |  |
| Feasibility | Can we afford it? |  |
| Can the strategy be made to work in practice? |  |
| Do we have resources and competencies to make it happen? |  |
| Do we have appropriate experience/success in delivering similar strategies in the past? |  |
| **Total score** | |  |

# Chapter 13: Digital marketing metrics, analytics and reporting

## Twitter data

|  |  |  |
| --- | --- | --- |
| Activity | What this means | Volume |
| Impressions | How many people saw the tweet | 20,192 |
| Total engagements | How many times people interacted with the tweet | 1,070 |
| Profile clicks | Number of clicks to Twitter profile | 371 |
| Media engagements | Number of clicks on images posted | 282 |
| Likes | How many times people liked this tweet | 201 |
| Detail expands | Number of times people viewed the details about this tweet | 112 |
| Retweets | Number of times people retweeted this Tweet | 73 |
| Link clicks | Number of times people clicked in a link in this Tweet | 25 |
| Replies | Number of people that replied to this Tweet | 11 |
| Hashtag clicks | Number of clicks on a hashtag in this Tweet | 12 |

## Template application of the PDCA cycle

|  |  |
| --- | --- |
| PDCA stage | Your analysis |
| Plan what’s needed |  |
| Do something about it |  |
| Check the results |  |
| Act to fix it |  |

# Chapter 14: Integrating, improving and transforming digital marketing

## Template examination of the 4Cs with a successful campaign

|  |  |
| --- | --- |
| **Campaign name** |  |
| **4Cs element** |  |
| Clarity |  |
| Credibility |  |
| Consistency |  |
| Competitiveness |  |

## Template examination of the 4Cs with an unsuccessful campaign

|  |  |  |
| --- | --- | --- |
| **Campaign name** |  | |
| **4Cs element** | **Imaginary scenario before the advert is launched** | **Actual situation scenario after the advert is launched** |
| Clarity |  |  |
| Credibility |  |  |
| Consistency |  |  |
| Competitiveness |  |  |

## Template assessment of 4Cs of cross platform integration

|  |  |  |
| --- | --- | --- |
| Element | Strengths | Weaknesses |
| Consistency |  |  |
| Customization |  |  |
| Commitment |  |  |
| Caution |  |  |

## Template construction of the integrated customer journey

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Customer journey stage overview | Detailed steps (list below) | Digital marketing tools used | Traditional marketing tools used | Recommendations |
| Pre-purchase |  |  |  |  |
| Purchase |  |  |  |  |
| Post-purchase |  |  |  |  |

## Template organize the 9 steps to digital transformation

|  |  |
| --- | --- |
| Step | Status |
| 1. Find the advocate |  |
| 2. Create an online customer journey |  |
| 3. Construct the customer experience |  |
| 4. Map the digital toolbox |  |
| 5. Review content assets |  |
| 6. Identify community support |  |
| 7. Identify the strategic options |  |
| 8. Create a strategy |  |
| 9. Pause and present the strategy |  |