Digital Marketing Recipes

A step by step guide to discovering your digital marketing needs...

Discovery is often the first stage in the planning process. It is an opportunity to eliminate hunches and subjective views in your digital marketing efforts. A thorough discovery phase ensures the subsequent production of your digital marketing strategy, assets and campaigns will be relevant, engaging and effective for your audience and clients.

Objectives

The aim of discovery is to create a sound, defensible rationale for your digital marketing strategy and implementation.

Define Business Goals & Objectives

Gain an understanding of the business, or brand's, wider goals, challenges and KPI's.

Review Market Characteristics & Trends

Analyse your website for quality of metatags, broken links, site speed and performance.

Review Analytics Data

Review the effectiveness of current desktop and mobile sites.

Content Audit

Identify all available content sources, including resourcing.

Competitor Audit

Identify key competitors & their online footprint.

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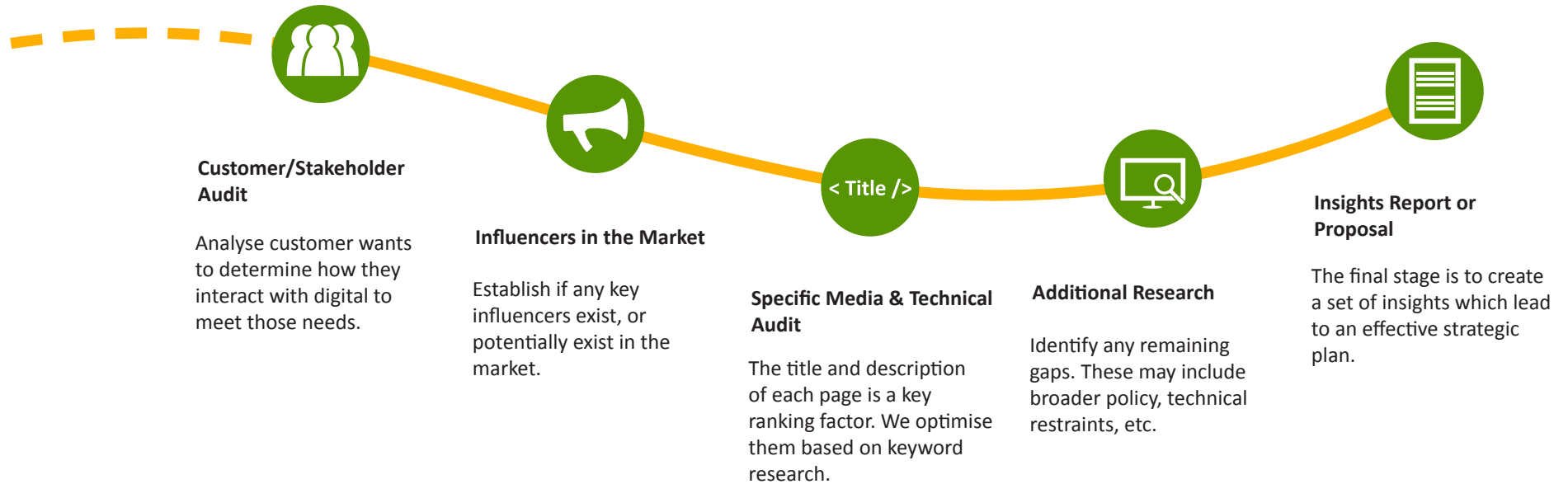CONNECT

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Objectives

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Customer/Stakeholder Audit

Analyse customer wants to determine how they interact with digital to meet those needs.

Influencers in the Market

Establish if any key influencers exist, or potentially exist in the market.

< Title />

Specific Media & Technical Audit

The title and description of each page is a key ranking factor. We optimise them based on keyword research.

Additional Research

Identify any remaining gaps. These may include broader policy, technical restraints, etc.

Insights Report or Proposal

The final stage is to create a set of insights which lead to an effective strategic plan.

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Digital Marketing Ingredients

Define Business Goals & Objectives	Review Market Characteristics & Trends	Review Analytics data	Content Audit	Competitor Audit
Objective Identify broader business, or brand, goals, challenges and KPI's.	**Objective** Review possible impact of broader business, technological, and market specific trends.	**Objective** Audit the effectiveness of current desktop and mobile sites.	**Objective** Identify all available content sources, including internal and external resourcing.	**Objective** Identify key competitors & their online footprint.
Measure of success • Understanding of broader business goals • Highlight key KPI's • Understanding of broader business challenges	**Measure of success** • Understanding of market trends • Identify possible technical opportunities	**Measure of success** • Insight into current campaign activities • Identification of technology weaknesses • Identification of reporting weaknesses	**Measure of success** • Identification of all content assets • Identification of content resourcing	**Measure of success** • Identify competitor share of voice • Understanding of competitor strategies
Deliverables • Identify budgets • Identify timeframes • Business challenges matrix	**Deliverables** • Assessment of internal consumer data • Assessment of external 3rd party data	**Deliverables** • Performance review of current tactics • Review of reporting dashboards	**Deliverables** • Detailed content audit	**Deliverables** • Competitor audit • Share of voice report

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Digital Marketing Ingredients

Customer/Stakeholder Audit	Influencers in the Market	Specific Media & Technical Audit	Additional Research	Insights Report or Proposal
Objective Identify key customer wants to determine how they interact with digital to meet those needs.	**Objective** Determine key influencers in the market.	**Objective** Review current campaign performance. Conduct a technical audit of all digital assets.	**Objective** Identify any remaining gaps. These may include broader policy, technical restraints, etc.	**Objective** Create a set of actionable insights which lead to an effective strategic plan.
Measure of success • Understanding of key stakeholder needs • Understanding of customer digital interaction	**Measure of success** • Identify key influencers	**Measure of success** • Identify key tactical opportunities & successes	**Measure of success** • Highlight & review any additional gaps in understanding	**Measure of success** • Key actionable insights identified • Clear path established for subsequent briefs
Deliverables • Market research • Keyword research • Stakeholder Surveys	**Deliverables** • Review of influencers • Review of social media reach	**Deliverables** • SEO performance review • PPC performance review • Email marketing performance review • Social media performance review	**Deliverables** • Additional research as required	**Deliverables** • Completed Report • Next steps Proposal

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