

Digital Marketing Recipes



A step by step guide to developing an effective digital strategy...

It's not enough to attract one-time customers – the best businesses build a community of brand ambassadors by ensuring they have a clear, consistent multi-channel digital strategy.

Objectives

Develop a digital marketing strategy which joins business objectives with marketing activities. Establish defined goals based on ROI and with clear metrics for success.



Digital Marketing Ingredients



Digital Healthcheck	Competitive Analysis	Strategic Planning	Analytics Set Up
<p>Objective</p> <p>Analyse your current digital marketing activities, their effectiveness, identifying strengths and opportunities.</p> <p>Measure of success</p> <ul style="list-style-type: none"> • Strong areas identified • Opportunities for improvement identified <p>Deliverables</p> <ul style="list-style-type: none"> • Completed Healthcheck • Scored assessment of performance and potential opportunities for improvement 	<p>Objective</p> <p>Examine your competitors and their marketing activities. Find spaces where your business can lead.</p> <p>Measure of success</p> <ul style="list-style-type: none"> • Analysed competitor activities and successes • Spaces for growth identified <p>Deliverables</p> <ul style="list-style-type: none"> • Competitor analysis report • Growth areas report 	<p>Objective</p> <p>Develop a strategy for your marketing which matches activities with business objectives and resources.</p> <p>Measure of success</p> <ul style="list-style-type: none"> • Business objectives identified • Activities attach to objectives <p>Deliverables</p> <ul style="list-style-type: none"> • Digital marketing strategy plan • Clear performance objectives 	<p>Objective</p> <p>Create analytics accounts and implement tracking for your website and related assets to measure success.</p> <p>Measure of success</p> <ul style="list-style-type: none"> • Tracking across platforms • All major performance indicators tracked <p>Deliverables</p> <ul style="list-style-type: none"> • Analytics accounts set up • KPIs established • Analytics reports