

# Digital Marketing Planning and Strategy

By

**Adhang.com**

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# Introduction

This e-book is part of series of [AdHang](#)'s digital marketing e-books. In this internet digital marketing e-book we will focus on digital marketing planning and strategy. Just like TV, Newspaper, Billboard, and other forms of marketing medium that requires planning and strategy, internet digital marketing is no exception.

Digital marketing planning and strategy is an e-book written to help companies, organizations, students and professionals to plan, position and execute result orientated digital marketing campaigns.

This e-book tried to provide guides and answers questions on what online digital marketing planning and strategy entail, and how they can be used and measured with focus in getting desired digital marketing outcome for an entity.

# Online Digital Marketing Planning

Digital marketing planning is the process of thinking about and organizing the digital marketing activities required to achieve desired online marketing goals such as getting subscribers, leads, downloading of company's application, stimulating sales, etc.

This digital marketing planning section guides you in planning digital marketing campaigns.

- In planning your digital marketing, first thing is the segment you want to direct your digital marketing activities to: these are consumers or businesses your digital marketing planning is to address. For example, in Adhang.com the segment of our digital marketing services are government, event organizers, public figures, and corporate bodies.
- Next in your digital marketing planning is the “Personas” (don't confuse personas with segment, personas complement segment), these are people that have common background; are a set of fictional, representative user archetypes based on the behaviors, attitudes, etc. For example, in Adhang.com our target personas are: director of marketing, managing director, CEO, chairman, COO, and director of sales.

- Objectives are next in your digital marketing planning. The objectives your organization wants to achieve with their digital marketing planning will serve as a compass for the rest of actions in the digital marketing planning. Company can have single or multiple digital marketing objectives such as brand awareness, educating the target audience, leads acquisition, clients retention, etc.

For example, AdHang's objective of writing this e-book is to further establish the agency as the expert in digital marketing field.

- Situation analysis is the foundation of a [digital marketing planning](#). This includes a thorough examination of internal and external factors that can affect your online digital marketing results. It creates an overview of the organization's customers, competitors, market and competencies which will enable the organization understands factors that can influence its future, and make an inform decision.
- Goal is one of important aspects of digital marketing planning, it helps you to be specific on what you want to accomplish with your digital marketing, you can have single or multiple goals. For example, 1000 subscribers in three months, 2000 ticket purchase in twenty days, increase sales by 40% in twelve months, etc.
- Budget in digital marketing planning has to do with how much you want to spend or the type of budget to achieve your digital marketing goals. How serious, aggressive and important the digital marketing goals are to the organization are major determinant of the digital marketing budget. You can have dollar budget (e.g., \$2000 a month) or percentage budget (e.g., 10% of monthly profits).

- Strategy in digital marketing planning helps you to achieve your goals. In digital marketing there're six components of digital marketing your company strategy can include, such as online content marketing, online search marketing, social media marketing, mobile marketing, influencers marketing, and online display. At AdHang, digital marketing plans include the entire components in digital marketing strategy for clients. AdHang's digital marketing is designed to run this way using divergent strategies (more on strategy in digital marketing strategy section).
- Tactic is a part of digital marketing planning, because all the above can't exist in isolation. Tactics are what you use to achieve your strategy; you can always change the way you use your tactics if you're not getting the kind of results you want to achieve with your strategy. Example of tactics/tools in digital marketing are: article, video, pictures/image, ebook/pdf, online banner, text message, email, newsletter, online slide presentation, etc.
- Channels/platforms in digital marketing planning are very important, you can't talk about digital marketing without platforms to use (in marketing field they're commonly referred to as channels). There're many channels out there, it's important to mention that in digital marketing popularity doesn't mean effectiveness. Examples of channels are: youtube, [cokoye.com](http://cokoye.com) (Africa's regional online open forum), google, yahoo, [cokoyes.com](http://cokoyes.com) (Africa's region social networking website), facebook, [perfectvisualhost.com](http://perfectvisualhost.com), linkedin.com, [africatopforum.com](http://africatopforum.com), etc.

- Scheduling is one of important aspects of digital marketing planning. For example, government might have different scheduling from corporate bodies while event organizers and public figures will have different digital marketing scheduling. Digital marketing scheduling methods are continuity, flighting and pulsing (In **continuity**, the advertisement runs steadily with little variation over the campaign period. **Flighting** involves intermittent and irregular periods of advertising alternating with shorter periods of no advertising during the campaign while **pulsing** combines the attributes of continuity and flighting by employing low advertising years round and heavy advertising during peak selling period).
- Executor is the persons in-house or digital marketing agency or both that can carry out all the digital marketing planning of the organization. The organization can have in-house person sending email marketing, respond to social media inquiries, news letter; while the organization hands over main digital marketing activities to digital marketing agency such as Adhang.com for online banners design and display, content marketing, video creation and marketing, article marketing, online contextual advertising, search engine ads display, press release writing and distribution, online digital marketing optimization, etc. The executor put the digital marketing plan to work by implementation of the plan, i.e., putting the plan to work for the organization.
- Control ensures that the online digital marketing activities are heading in the direction of organization's expectation or as planned. This involves gathering of data, analyzing the data and measuring the digital marketing activities using the organization's key performance indicators. Then if need be, modifying some tools; e.g. banners, keywords; repositioning contents, optimizing, etc.



# Digital Marketing Strategy

According to Wikipedia "strategy is a high level plan to achieve one or more goals under conditions of uncertainty"

Wikipedia further states that "Strategy is important because the resources available to achieve these goals are usually limited. Strategy generally involves setting goals, determining actions to achieve the goals, and mobilizing resources to execute the actions"

Starting from 5ps: Product, Place, Promotion, Price and Partner

In setting your digital marketing strategy for a company 5ps above are very vital which will help you focus your company's strategy in the right directions.

- Looking at the "product" you can ask who are the people this product/service is targeted at online? What segment does this product belong to?
- Looking at the "Place" (we are not looking at place as location of your business offline as you have in marketing textbooks; but where your target customers are in digital space).

you can ask yourself where can I find the Nigerians interested in my service/product? Which platforms do Nigerians online users use? For example, [www.cokoye.com](http://www.cokoye.com) (an online African open forum), Facebook general social networking site, [www.cokoyes.com](http://www.cokoyes.com) (an African regional social networking website), etc.

- Looking at the “promotion” which online promotion method would be best for my kind of service? E.g. regional social networking website [www.Cokoyes.com](http://www.Cokoyes.com), video sharing website youtube, display ads Google, online banner website [www.cokoye.com](http://www.cokoye.com) online community banner, having my website using [www.perfectvisualhost.com](http://www.perfectvisualhost.com), writing and posting sales articles on [www.cokoye.com/adverts/](http://www.cokoye.com/adverts/), sponsor ads on facebook.com, [www.africatopforum.com](http://www.africatopforum.com), and many more depending on the company’s budget.

It’s always good to employ promotional elements as many as possible such as online publicity, direct marketing, etc. You can hire [www.Adhang.com](http://www.Adhang.com) to do all the hard works, being an expert in digital marketing.

- Looking at the “Price” which price can this Nigerians (potential customers/clients) able to pay for my service/product online? Can they pay for this easily compare to that of competitors? What best price can I offer internet community for this service in Nigeria?

This is important if price is the common strategy used in company’s line of business.

- Looking at the “Partner” here you ask and look for partner to bring in to assist the organization or company run its digital marketing campaigns. [Hire Adhang.com a digital marketing agency](#) to run the company’s digital marketing campaigns. You need experts in the field of digital marketing to help the company position itself in the digital space above competitors in the country.
- Having taken above 5ps into consideration, next is to set objectives the digital marketing strategy will achieve. Because strategy must be aiming at objectives, these objectives will guide your next actions. Now let move into the next stage.
- SWOT analysis (A SWOT analysis is part of situation analysis and identifies the key issues that direct the marketing strategy).
  - “S” stands for strength; which strengths do your company have or what are the things that set you apart from your competitors in Nigeria?
  - “W” stands for weakness; here you face the brutal facts by acknowledging the weakness of your company.
  - “O” stands for opportunity, what opportunities are in the Nigeria’s market right now? It could be to improve users/customers’ experience, add more product line, etc.
  - “T” stands for threats, this looks into things that can hamper your digital marketing objectives or goals in Nigeria, it could be your competitors’ activities, etc.

SWOT analysis is outside scope of this ebook. At least pick out 3 search terms that you think are used by potential customers when looking for your business online:

- Look them up on internet KeyWords Tool (there're so many of them online) and see how many searches are being performed for each keyword locally.
  - Search for these terms in search engines like Google, Yahoo, and see where you and your competitors rank.
- Digital marketing focus: when setting your digital marketing focus, there're four key aspects to consider: goals, tactics, key performance indicators (KPIs) and targets. Let look at each one in turn.

Here is an example:

Goals:

- Increase sales through the eCommerce platform by 20% within the next Twelve months.

Tactics:

- Online display advertising.
- [www.cokoyes.com](http://www.cokoyes.com) brand page.
- [Cokoye banner advertising](#), [www.africatopforum.com](http://www.africatopforum.com) premium listing Ads.

KPIs per tactic:

- Display advertising – number of click-through to your site, sign ups to your newsletter/loyalty program.

- Cokoye.com online banner- number of views of the banner, number of referrers, and number of click through your page.
- Cokoyes brand page – number of comments and shares on specific campaign, number of direct messages, followers, fans and likes.

Targets per tactic:

- Contents posted in different platforms as a content marketing – 1000 search referrals after the first month, 10% month increase after, etc.
- Cokoyes brand page – 50 comments and 10 shares on campaign-specific posts per week.
- Cokoye banner- 30 clicks coming from a particular banner ( if it's performing well, you can review words in this very banner and look for a way to replicate same words in other banners and advert formats).

Targets:

- Personas- Director of Marketing, CEO, Chairman, COO, Director of sales, etc.
- Finally, you monitor and measure if your strategy is getting the kind of result you expect from your company's digital marketing strategy. There're a lot of tools out there that can help you to monitor a series of online digital marketing activities, such as number of clicks, views, impressions, location users are coming from, type of device users are using, platforms, keywords typed in search engine before coming to your website, and so many more. It's important when gathering data only gather and analyze what is needed.

# About AdHang

AdHang is the leading digital marketing agency in Nigeria, and the first internet public enlightenment agency in Africa. AdHang is the Nigerian most advanced and comprehensive digital marketing agency with experts in content marketing, search engine marketing, social media marketing, mobile marketing, influencers marketing, and internet display advertising. When hired, AdHang can help your organization to inform, persuade, remind, and reinforce in the marketplace in Nigeria, or across Africa.

Using over 10 years experience in the digital marketing industry, AdHang has helped businesses across the globe identified where they were leaking digital marketing opportunities and fix them. Today, businesses around the globe get their digital marketing problems solved by AdHang. [Click here to see services](#) by AdHang.

AdHang is based in Lagos, Nigeria.

Website: [www.adhang.com](http://www.adhang.com).

Social media: [www.cokoyes.com/adhang](http://www.cokoyes.com/adhang).

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# **E-books by Adhang.com**

- **Introduction to Digital Marketing**
- **Digital Marketing Planning and Strategy**
- **Effective Digital Marketing Plan Template**
- **Real Estate Internet Marketing Solutions in Nigeria**
- **Digital Marketing for Business in Nigeria**