theaudienceconnection

digital marketing planning framework

Where are we now?

S W
O T

external factors include:

- Technology developments
- Marketplace trends
- Competitor activity
- Relevant legislation
- Key events

identify strategic options (TOWS)

Where do we want to be?

define strategic priorities

assess options against:

- Critical issues from audit
- Organisation mission/goals
- Internal capacity to deliver
- Access to budget or funding
- Likely return on investment

select target audiences

identify distinct segments

set SMART objectives

specific, measurable, achievable, realistic, timebound

How will we get there?

choose channels and tactics

aim to enhance:

- Visibility/awareness, reach
- Engagement
- Conversion
- Revenue
- Sentiment

The reality check...

resources, budget, timeline

Did we achieve our objectives?

measuring success

information sources

- Online channel analysis
- Sales data
- Database segmentation
- Survey responses
- Campaign results
- Customer feedback
- Internal interviews
- Competitor analysis

digital marketing audit
digital marketing strategy

© The Audience Connection, 2011 | www.audienceconnection.com