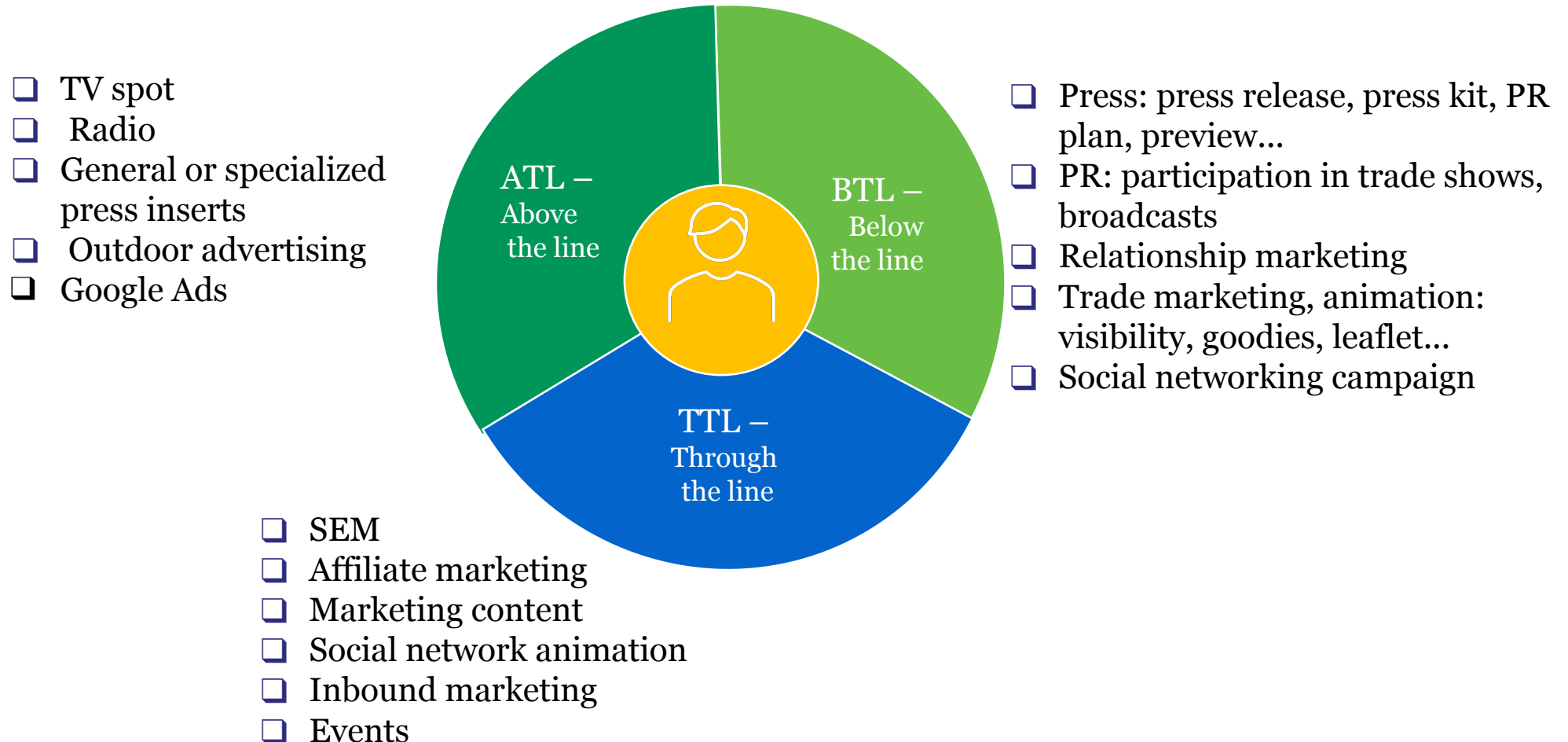Developing a digital marketing plan aligned with business objectives

# Define Your Media Plan

Your media plan can be both online and offline.

- ❏ TV spot
- ❏ Radio
- ❏ General or specialized press inserts
- ❏ Outdoor advertising
- ❏ Google Ads

**ATL –** Above the line

**BTL –** Below the line

**TTL –** Through the line

- ❏ Press: press release, press kit, PR plan, preview…
- ❏ PR: participation in trade shows, broadcasts
- ❏ Relationship marketing
- ❏ Trade marketing, animation: visibility, goodies, leaflet…
- ❏ Social networking campaign

- ❏ SEM
- ❏ Affiliate marketing
- ❏ Marketing content
- ❏ Social network animation
- ❏ Inbound marketing
- ❏ Events

# Some Key Digital Marketing Tools

### SEO

Optimization of the site to promote SEO: optimized texts, multiple links...
Tools such as SemRush, Majestic SEO or SeeURank are available to analyze your site's positioning, blocking factors, backlinks, SEO techniques...

### Display

Banner advertising applied to the web.
2 financial models :
The price depends on the space reserved and its duration, the reputation of the site, the audience profile (more or less qualified), and the type of banner used.

### MarketPlace

New sales channel in partnership with a marketplace.
The need for good logistics management and impeccable customer relations.

### Social Media

Social networks are a direct channel for discussion with your customers and other key stakeholders.

Publish but also animate your social networks to get people talking about you. E.g.: mini-surveys, competitions, dedicated promo codes...

Identify the main influencers in your field and participate in these discussion threads. Consider collabs with influencers

Talk, but also, and above all, listen...
Keep an eye on what's being said about you to preserve your e-reputation.

### Web content

Develop content to gain legitimacy, generate interest and drive traffic.
Inbound Marketing

Increasingly advanced tools for CRM management, lead tracking, content creation, etc. (e.g. hubspot).

### Paid search / SEA

Pay-per-click campaigns: the various options available are : Google AdWords, Bing Ads, Facebook Ads, LinkedIn Publicité, Viadeo, YouTube (via AdWords), Twitter...

### Retargeting

Several retargeting solutions exist, such as:- Google AdWords: Remarketing (to be used initially because of CPC) Advertising agency ex Critéo (to be used later because of CPM)

### Affiliation

Partnership enabling a web merchant to advertise an offer or promotion via publisher sites. Remuneration on sales made> commission (varies according to business sector, generally between 2% and 15% of sales generated).

# Measuring the Efficiency of Your Marketing Plan to Achieve Business Goals

- When it comes to managing the success of your email campaigns, understanding your audience's behaviour is essential

- Some useful email marketing metrics are:
    - Social media reach
    - Cost per acquisition
    - Cost per click
    - Click Through Rate, or CTR
    - Conversion Rate
    - Bounce Rate

# Key Metrics for Evaluation

**Email Campaign Open Rate**

- This is simply the ratio of people who have actively opened the email vs. the total number of people who received it
- It is useful for understanding the effectiveness of your email subject line

**Click Through Rate (CTR)**

- This offers a top-level view of the success of the individual email campaign, and gives you the percentage of people that clicked on links to your website from every email that was opened

**Click-to-Open Rate**

- This takes into account total number of clicks vs emails that were actually opened
- It gives you a more realistic idea of audience engagement because if they opened your email and went on to click a link, you clearly did something right!

# Key Metrics for Evaluation

| | |
|---|---|
| **Conversion Rate** | • The conversion rate would show how many people you sent the email to, compared to the number of people who actually ended up registering for an event |
| **Cost per click (CPC/CPM)** | • When an Internet user clicks on the display, he or she is redirected to the merchant site, which pays a fee per click received on the display<br>• CPM, cost per thousand impressions: as soon as 1,000 people see the display, the merchant site pays. |
| **Bounce Rate** | • This is the percentage of emails that could not be delivered to subscribers and were sent back. There are two kinds of bounces to be aware of:<br>   o Soft Bounces: These are rejected due to a full inbox or size limit restriction on your audience's email server<br>   o Hard Bounces: Your emails are blocked or the address you are using is incorrect. |