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5 Things to Know before starting any Digital Marketing

A foundational approach to creating a Digital Marketing Strategy

What is Marketing

Marketing is about getting your Products or Services in front of the right people, at the right time, for the right price

Digital Marketing utilises Online channels to do this and offers a greater degree of reach, targeting and measurement than traditional methods

There are several tactics you can take in Digital Marketing ...

Website

Content Marketing

Search Marketing

Online PR

Social Media

Monitoring &

Email Marketing

Measurement

Mobile Marketing

Online Advertising

What is Marketing

Marketing is a... The... you can take in
Products or Services
right people, at the right
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Content Marketing
Digital Marketing utilizes
channels to do the
degree of reach
measurement through methods
Online PR
Monitoring &
Measurement
Email
Mobile Marketing
Online Advertising

**This is NOT
a Strategy!**

Why Is Strategy Important?

“In preparing for battle I have always found that plans are useless, but planning is indispensable.”

Dwight D. Eisenhower

Allows you to take stock and analyse your business

Forms the basis of a road map for the future

Without clear direction you are rudderless

Where to Start?

Audit

You need to know where you are before
you can see where you need to go

Analyse business goals and objectives

Analyse existing marketing efforts

Analyse existing platforms (web sites
and social platforms)

Lay the Foundations

Know your business

Know the competition

Know your customers

Know what you want to achieve – strong KPIs (Key Performance Indicators)

Know how you are going to do it

Digital marketing is about people communicating with other people, the technology is the bit in the middle that helps it to happen.

Lay the Foundations

Know your business

Gather as much data about your products and services as you can

Keep updated on changes

Knowing the ins and outs of your products or services very well means you can find the right message to send to the right audience at the right time

USP

Lay the Foundations

Know your business

Know the competition

Gather as much information as you can about your competitors

Products and services

Audience & Market

Marketing tactics used or not used

Lay the Foundations

Know your business

Know the competition

Know your customers

Identifying your primary audience is a must, but don't forget the secondary ones

Demographics, likes, traits

Build personas

Where can they be found, both offline and online – not just about physical location!

Knowing who you are talking to allows you to tailor your message in the same way

knowing your products will

Lay the Foundations

Know your business

Know the competition

Know your customers

Know what you want to achieve – strong Goals & KPIs

Identify the primary goal you want to achieve with your strategy

Are there secondary goals that could also be achieved?

Make sure they are SMART

Identify Key Performance Indicators

Set targets and timelines bases on a variety of factors

SMART Goals

| Should be SMART | Examples |
|---|---|
| Specific – define a single thing you want to do | Increase, establish, grow, reduce, create, etc (something) |
| Measurable – make sure you can track your progress to a final target | 100%, 1000 downloads, €100,000 |
| Actionable – is it too difficult, too easy or challenging? This is a motivator | Increasing by 100% is an easy target with low numbers but unlikely with larger ones |
| Relevant – does it relate well to the person trying to achieve it as well as the business | Tasking a digital marketer to increase telephone conversion rates |
| Time Based – set a specific timeframe | Daily, weekly, monthly, yearly |

Lay the Foundations

Know your business

Know the competition

Know your customers

Know what you want to achieve – strong KPIs (Key Performance Indicators)

Know how you are going to do it

This is where you bring all of that prior research together to validate your strategy

Is Digital Marketing Right for Me? YES!

Are my audience online?

Do they research products online – what is their consumer journey?

If so, what digital channels do they use?

Are my products/services/brands suited to digital marketing?

Even if they are not, if my audience is online, I should be too, but how?

Strategies can be flat or layered building your next strategy off the one currently running or just finishing.

Industry Partner Program

To provide this free-of-charge service, we assign expert cross-functional teams from our degree programmes to work on digital innovation projects provided by your organisation. The team addresses specific requirements and helps your organisation to address its innovation objectives.

Thank You

Randall Glick – Lecturer

Working in the online arena since 2000

Worked for myself, agencies and established companies ranging from start-ups to global organisations

Lecturing on Digital Marketing & Strategy topics since 2009 ranging from beginners, diploma, Bachelor's, Postgraduate and Masters level courses & Degree Programmes

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