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Digital Marketing Strategy

How to Develop a Strategic Digital Marketing Implementation Plan

Your Step-by-Step Guide to Planning a Results-Driven Digital Marketing Strategy

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A **digital marketing strategy** is a structured plan that outlines an organisation's approach to achieving its marketing goals through digital channels, such as search engines, social media, email, and paid advertising.

It provides a roadmap, defining the target audience, setting measurable objectives, and selecting channels that align with these goals, including tracking and optimising performance using analytics tools and adjusting the strategy for better outcomes.

By following a strategy, businesses can ensure cohesive, results-driven campaigns that support their overall mission.

This guide offers a comprehensive template and in-depth explanations to help you create a practical, customised digital marketing strategy for your organisation.

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Introduction to Digital Marketing Strategy

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Overview of Digital Marketing Strategy

A digital marketing strategy is a systematic approach to achieving specific marketing goals using online channels and digital platforms. It involves identifying target audiences, setting measurable goals, selecting the most effective digital channels, and continuously optimising campaigns to improve performance.

In today's digital-first landscape, a clear strategy is essential for reaching and engaging customers, driving conversions, and sustaining long-term growth. This learner guide is designed to walk you through the critical steps and best practices in building an effective digital marketing strategy.

How to Use This Learner Guide

This learner guide is structured to support you step-by-step in developing, executing, and optimising a digital marketing strategy. Each section focuses on a different phase of the process, starting with foundational concepts and progressing to advanced techniques and tools.

You'll find practical examples, templates, and expert tips to make it easy to apply these principles in real-world scenarios. This guide is suitable for business owners, marketers, and career seekers who want to create a structured, measurable, and data-driven approach to digital marketing

Key Objectives & Target Audience

This guide is tailored for:

- Business Owners looking to strengthen their digital presence and reach new customers
- Marketers aiming to enhance their skills in building & implementing strategic marketing plans
- Career Seekers transitioning into digital marketing roles or advancing their knowledge in data-driven marketing practices.

By the end of this guide, you'll have the tools and insights to create a digital marketing strategy that effectively engages your audience, leverages the right platforms, and maximises ROI through targeted campaigns and data analysis.

Understanding Digital Marketing Strategy

What is a Digital Marketing Strategy?

A digital marketing strategy is a structured plan that outlines how a business will achieve its marketing goals through online channels. It integrates a combination of digital tactics—such as SEO, social media, paid ads, and content marketing—to attract, engage, and convert target audiences. Unlike isolated campaigns, a digital marketing strategy aligns all channels to work together toward common objectives, ensuring a consistent message and optimising resource allocation.

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The Importance of a Strategic Approach

A strategic approach to digital marketing allows you to:

Define clear goals: Setting specific objectives helps in measuring success and adjusting tactics as needed.

Reach the right audience: By tailoring efforts to the demographics, interests, and behaviours of your audience, you increase engagement and conversion potential.

Maximise ROI: A strategy ensures that every channel, campaign, and investment is aligned, reducing waste and improving returns.

Adapt to trends: Regular strategy reviews help you stay competitive by adjusting to changing market trends, technology, and customer preferences.

Digital Marketing Strategy Frameworks

Digital marketing frameworks provide structure and clarity in strategy development, offering step-by-step guidance on planning, executing, and evaluating campaigns. Key frameworks include:

SOSTAC: A model that breaks down into **Situation Analysis, Objectives, Strategy, Tactics, Action,** and **Control**. It helps create a structured approach from planning to implementation.

RACE: The **Reach, Act, Convert, Engage model,** which focuses on the customer journey, optimising each stage from discovery to post-purchase engagement.

Flow Chart of a Digital Marketing Strategy

The following flow chart provides a visual representation of the stages involved in developing a digital marketing strategy:

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Digital Marketing Strategy

1. Research and Situation Analysis:
Assess market conditions, audience demographics, competitor positioning, and internal resources.

2. Set Goals and Objectives:
Define measurable outcomes (e.g., brand awareness, lead generation, sales growth) and prioritise based on business goals.

3. Choose Digital Channels and Tactics:
Select channels (SEO, social media, email, paid ads) that align with your audience's preferences and your goals.

4. Develop and Execute Campaigns:
Plan and launch campaigns with a focus on achieving specific KPIs at each buyer journey stage.

5. Monitor and Analyse Performance:
Use analytics tools (e.g., Google Analytics, social insights) to measure performance across channels.

6. Optimise and Adjust:
Make data-driven adjustments based on performance, continuously refining tactics to maximise results.

Section 1: Executive Summary

Overview of the Executive Summary

The Executive Summary serves as a concise overview of the entire digital marketing strategy. While written last, it sits at the beginning to provide readers with the key highlights and strategic goals of the digital marketing plan. This summary should cover the digital marketing audit findings, market research insights, key objectives, core campaign elements, and expected outcomes.

Template

- **Current Marketing Position**: Brief summary from the audit findings.
- **Objectives:** High-level goals, such as “increase brand visibility” or “drive website conversions.”
- **Key Channels:** Outline the primary channels (SEO, social media, email, paid ads) to be used.
- **Expected Outcomes:** Summarise measurable KPIs, such as “50% increase in organic traffic.

Example: "The objective of this digital marketing strategy is to establish [Your Company] as an industry leader by increasing brand visibility and engagement across key channels, including SEO, social media, and paid advertising. Based on our audit, we will focus on optimising content and utilising retargeting ads to drive conversions. By Q4, we aim to achieve a 30% increase in website traffic and a 20% rise in lead generation."

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Section 2: Digital Marketing Audit

What is a Digital Marketing Audit?

A **digital marketing audit** is a comprehensive evaluation of an organisation's digital and offline marketing efforts, resources, and performance. It identifies strengths, weaknesses, and areas needing improvement to help optimise current strategies. This audit involves examining online and offline channels, assessing tools and resources, and gathering key metrics from multiple sources.

How to Conduct a Digital Marketing Audit

This section will guide you through auditing resources, digital channels (SEO, social media, paid advertising, email, referrals), and offline channels, using native and third-party tools.

Step 1: Audit Available Resources

The audit begins with an evaluation of available resources, such as the marketing team, tools, and budget

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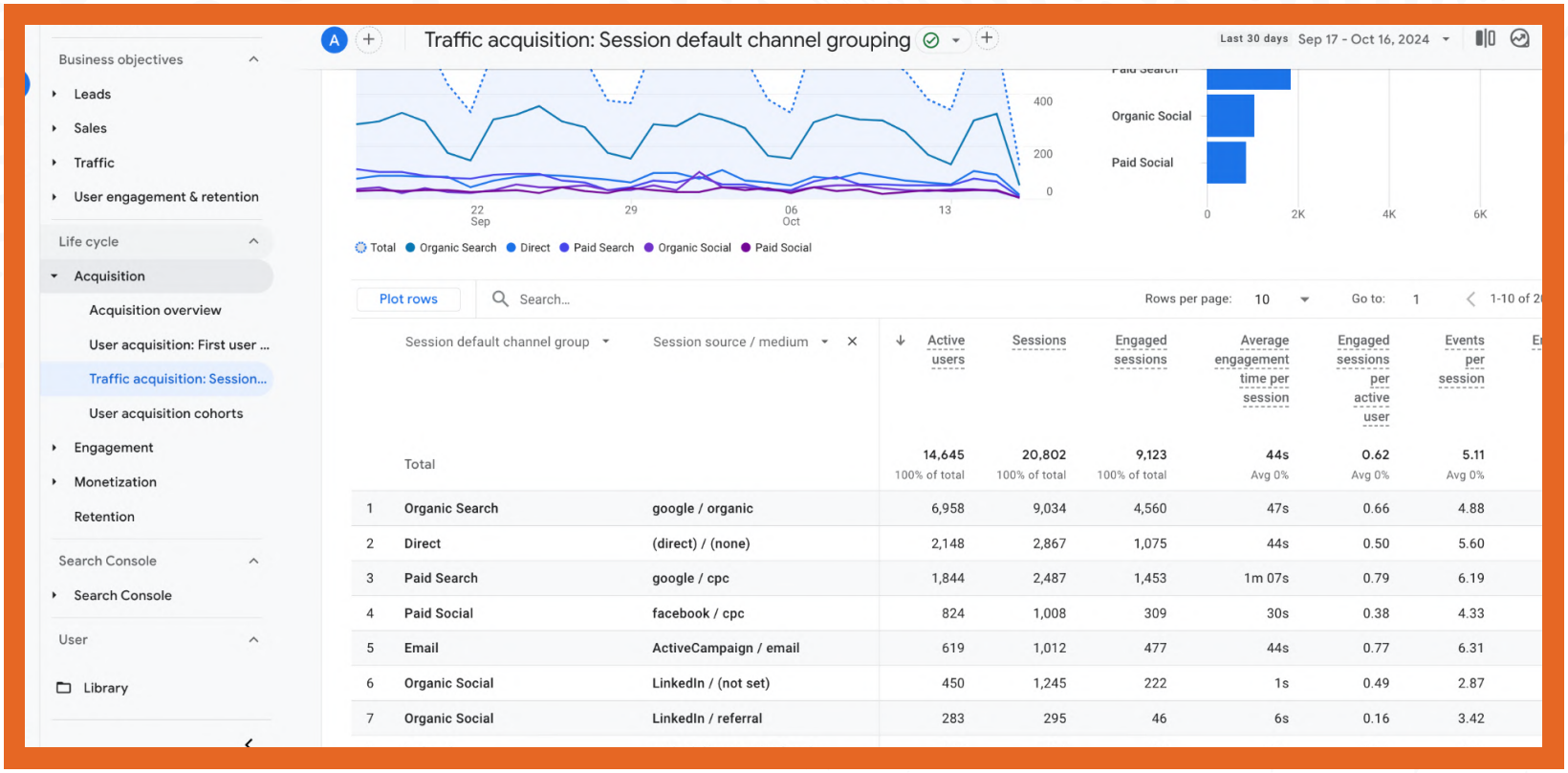
Template for Resource Audit

Resource Type	Details	Adequacy Rating (1-3)*	Notes
Human Resources	Marketing Manager, SEO Specialist, Content Creator, PPC Specialist	3	Additional social media manager needed
Tools & Software	Google Analytics, SEMrush, Hootsuite, Facebook Ads, CRM (e.g., HubSpot)	3	Add social listening tools like Brandwatch
Budget	$15,000/month	2	Consider re-allocating for SEO needs
External Agencies	PPC Consultant, SEO Consultant	3	Ensure regular alignment on goals
Tools & Software	Social Media Platforms (Facebook, Instagram, LinkedIn)	1	Explore TikTok for broader reach

*Scale: 1: Inadequate; 2: Moderately Adequate; 3: Adequate

Step 2: Digital Channel Audit

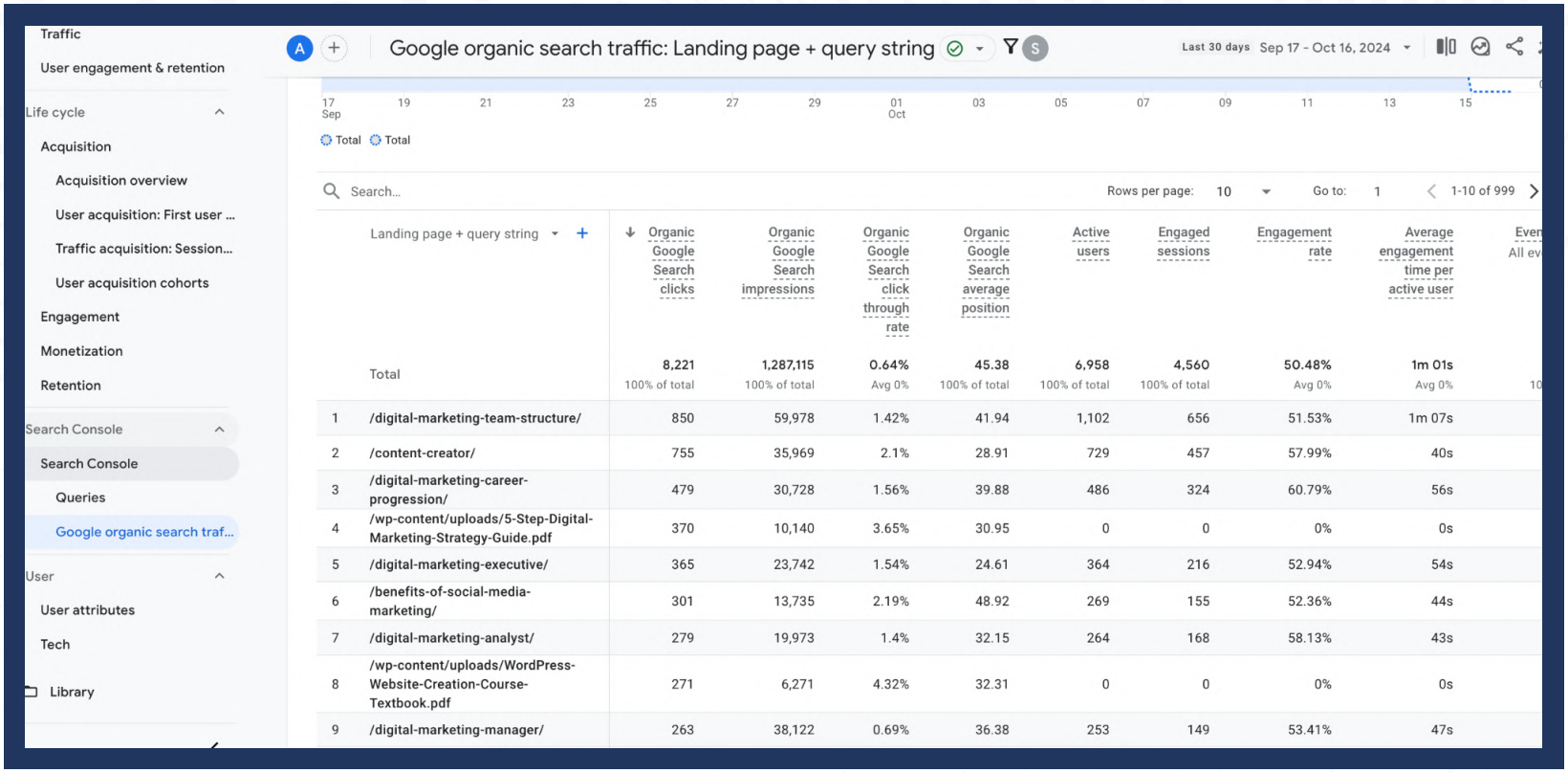
A. SEO Audit: To perform a detailed SEO audit, examine metrics on Google Analytics, Google Search Console, & SEMrush. These tools provide visibility into organic search performance, keywords, technical SEO health, & competitors.



	Session default channel group	Session source / medium	Active users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per active user	Events per session
	Total		14,645 100% of total	20,802 100% of total	9,123 100% of total	44s Avg 0%	0.62 Avg 0%	5.11 Avg 0%
1	Organic Search	google / organic	6,958	9,034	4,560	47s	0.66	4.88
2	Direct	(direct) / (none)	2,148	2,867	1,075	44s	0.50	5.60
3	Paid Search	google / cpc	1,844	2,487	1,453	1m 07s	0.79	6.19
4	Paid Social	facebook / cpc	824	1,008	309	30s	0.38	4.33
5	Email	ActiveCampaign / email	619	1,012	477	44s	0.77	6.31
6	Organic Social	LinkedIn / (not set)	450	1,245	222	1s	0.49	2.87
7	Organic Social	LinkedIn / referral	283	295	46	6s	0.16	3.42

01. Using Google Analytics & Google Search Console Steps:

- **Connect Google Search Console to Google Analytics 4 to view combined insights.**
- Navigate to **Acquisition > Traffic Acquisition > Source/Medium > Organic Search**.

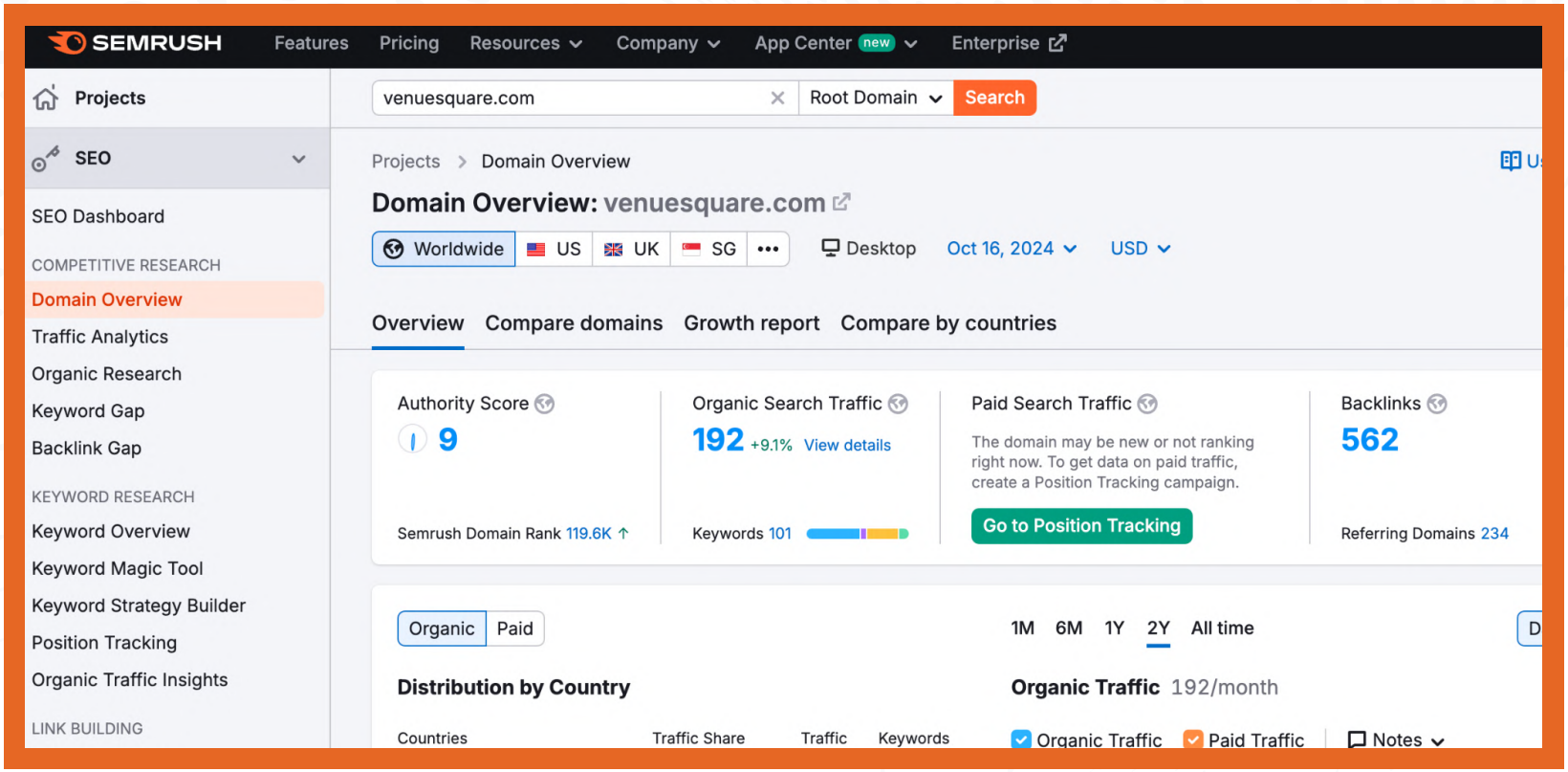


	Landing page + query string	Organic Google Search clicks	Organic Google Search impressions	Organic Google Search click through rate	Organic Google Search average position	Active users	Engaged sessions	Engagement rate	Average engagement time per active user
	Total	8,221 100% of total	1,287,115 100% of total	0.64% Avg 0%	45.38 100% of total	6,958 100% of total	4,560 100% of total	50.48% Avg 0%	1m 01s Avg 0%
1	/digital-marketing-team-structure/	850	59,978	1.42%	41.94	1,102	656	51.53%	1m 07s
2	/content-creator/	755	35,969	2.1%	28.91	729	457	57.99%	40s
3	/digital-marketing-career-progression/	479	30,728	1.56%	39.88	486	324	60.79%	56s
4	/wp-content/uploads/5-Step-Digital-Marketing-Strategy-Guide.pdf	370	10,140	3.65%	30.95	0	0	0%	0s
5	/digital-marketing-executive/	365	23,742	1.54%	24.61	364	216	52.94%	54s
6	/benefits-of-social-media-marketing/	301	13,735	2.19%	48.92	269	155	52.36%	44s
7	/digital-marketing-analyst/	279	19,973	1.4%	32.15	264	168	58.13%	43s
8	/wp-content/uploads/WordPress-Website-Creation-Course-Textbook.pdf	271	6,271	4.32%	32.31	0	0	0%	0s
9	/digital-marketing-manager/	263	38,122	0.69%	36.38	253	149	53.41%	47s

Metrics to Gather:

- **Impressions and Click-Through Rate (CTR):** (from Google Search Console)
- **Top Search Queries:** Review keywords driving traffic.
- **Pages with High Bounce Rates:** Identify pages where users drop off

Example: If a page has high impressions but low CTR, optimise its meta title and description to improve engagement.



02. Using SEMrush

Steps:

- Open **SEMrush** and go to **Domain Overview** to review organic traffic, top keywords, and competition.
- Use **Site Audit** to uncover technical issues like broken links, missing meta descriptions, and page speed insights.
- Check **Position Tracking** to monitor keyword rankings over time.

Metrics to Gather

- **Keyword Rankings:** Position changes for targeted keywords.
- **Backlink Profile:** Number and quality of backlinks.
- **Site Health Score:** Percentage health rating based on technical issues.

Example: Use SEMrush's Position Tracking to track priority keywords for specific pages, ensuring progress toward ranking improvements.

B. Social Media Audit

Each social media platform has unique metrics. Here's how to conduct audits on key platforms:

Type	Date published ↓	Reach	Impressions	Interactions	Likes and reactions	Comments	Shares	Saves	Link clicks
Post	10 October 11:25	30 Reach	32 Impressions	1 Interactions	0 Likes	0 Comments	0 Shares	1 Saves	--
Post	2 October 17:10	32 Reach	34 Impressions	1 Interactions	0 Likes	0 Comments	1 Shares	0 Saves	--
Post	26 September 11:30	39 Reach	43 Impressions	2 Interactions	1 Likes	0 Comments	0 Shares	1 Saves	--
Post	25 September 13:00	48 Reach	52 Impressions	3 Interactions	3 Likes	0 Comments	0 Shares	0 Saves	--

01. Facebook and Instagram (Meta Business Suite)

Steps

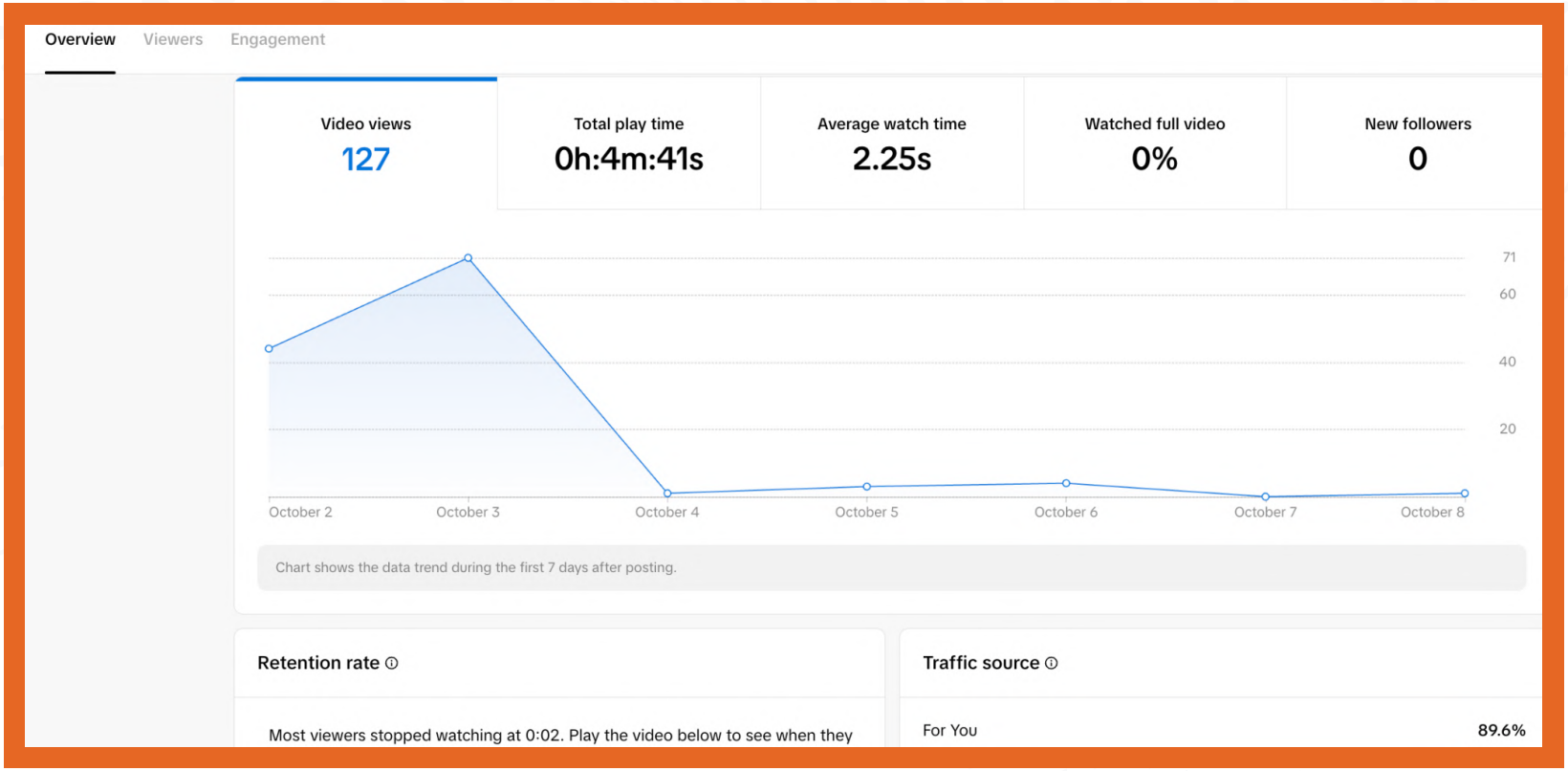
- Open **Meta Business Suite** and go to **Insights > Overview** for an overview of performance on both platforms.
- Review **Content Insights** to see which posts drive the most engagementt.
- **Audience Insights:** Examine demographics, geographic locations, and follower growth trends.

Metrics to Gather:

- **Reach and Impressions:** Total users who viewed content.
- **Engagement Rate:** Percentage of people who interacted (likes, shares, comments).
- **Follower Growth:** Monthly growth in followers.

Example: If engagement rates are high but reach is low, consider increasing the ad budget for broader visibility

02. TikTok



Steps

- Access **TikTok Analytics** by going to Settings and **Privacy > Creator Tools > Analytics.**
- Look at the **Content** tab to see video views, trending content, and average watch times.

Metrics to Gather:

- **Watch Time:** Average time users spend watching videos.
- **Follower Growth:** Weekly or monthly increase in followers.
- **Engagement Rate:** Interactions (likes, comments) per post.
- **Reach:** The number of individual people who see your ad. It is the total number of unique users who were shown your ad at least once during a given campaign. Reach helps advertisers to measure the potential audience size and exposure for their ad campaigns.

Example: If video views are high but follower growth is low, focus on call-to-actions within content to encourage follows.

03. LinkedIn

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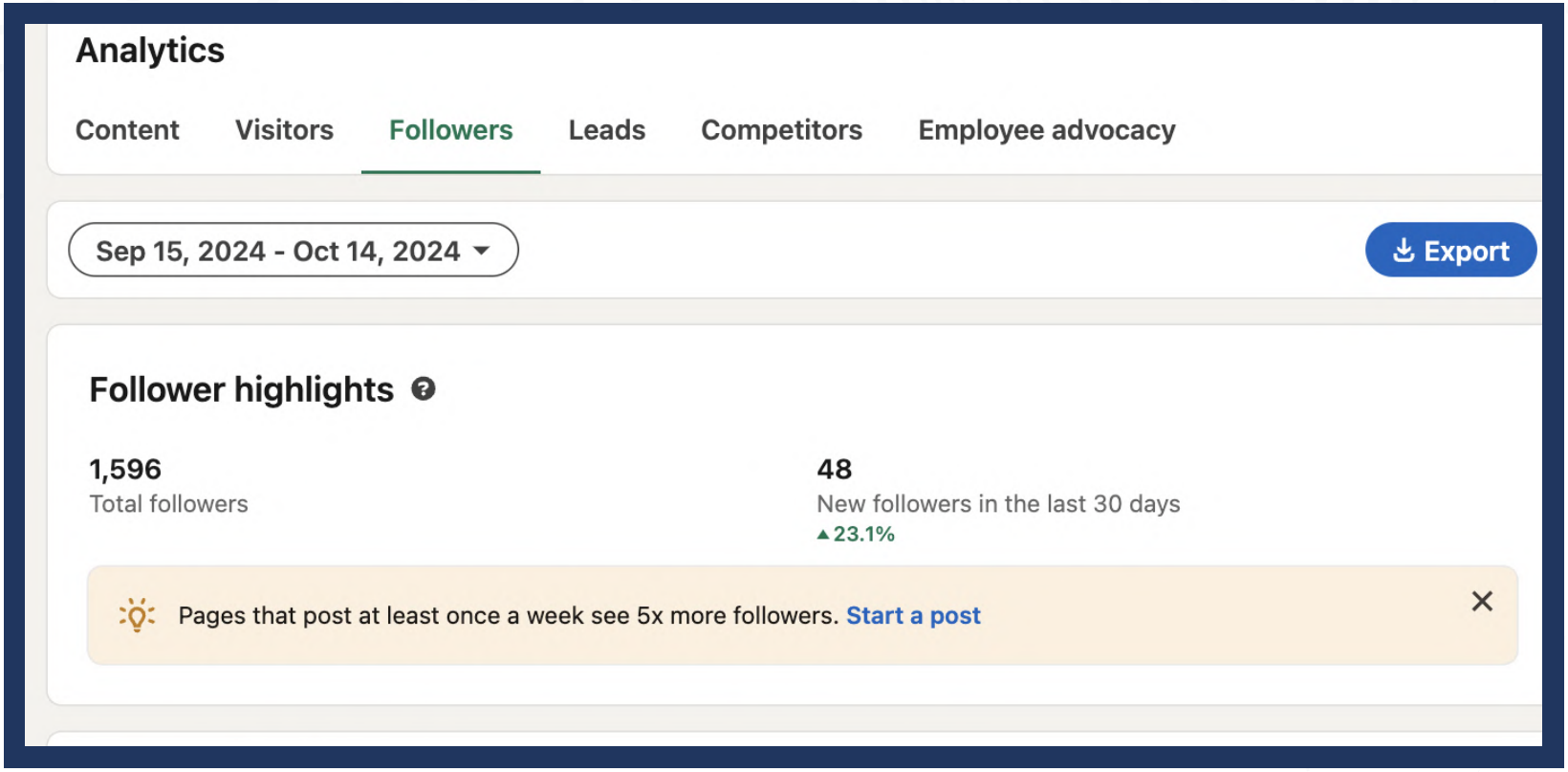
Steps:

- Open **LinkedIn Analytics** under the Company Page.
- Review **Visitor Metrics** to see who is viewing the page & **Follower Metrics** for follower growth

Metrics to Gather

- **Visitor Demographics:** Insights into job function, location, and seniority.
- **Content Performance:** Engagement with posts (likes, shares, comments).
- **Click-Through Rate (CTR):** on posts with links.



Example: Use insights on visitor demographics to create tailored LinkedIn content for specific job functions or industries.

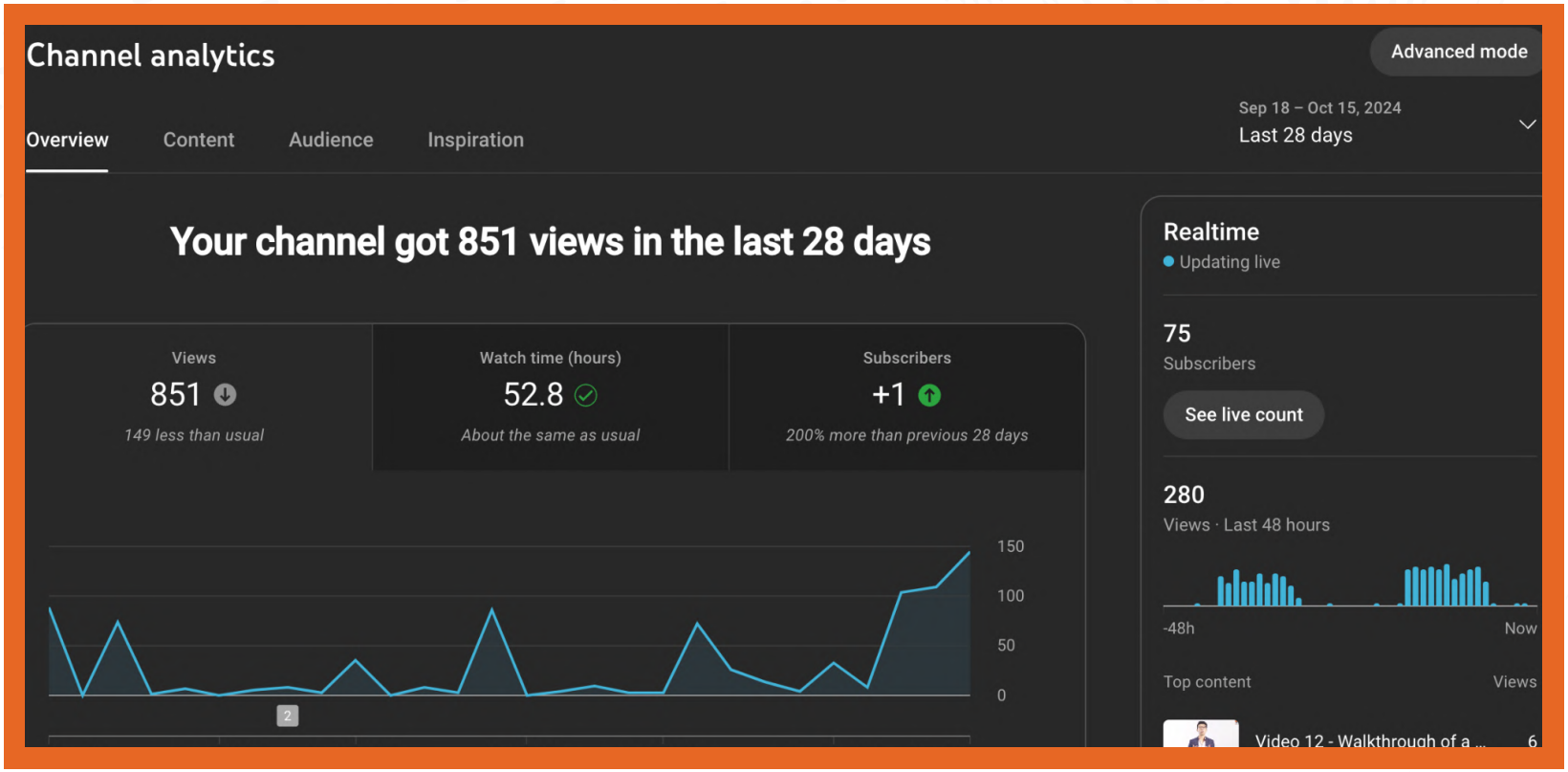
04. YouTube

Steps:

- Go to **YouTube Studio > Analytics > Overview.**
- Check **Reach** for impressions and CTR, **Engagement** for watch time, and Audience for demographics.

Metrics to Gather

- **Watch Time:** Total minutes watched.
- **APV (average percentage viewed):** How much of a video viewers watch on average. It's calculated by dividing the total watch time by the video's length.
- **Impressions CTR:** Percentage of viewers who clicked on the video after seeing the thumbnail.
- **Subscriber Growth:** Monthly changes in subscribers.



Example: If CTR is low, consider improving thumbnails and video titles to encourage more clicks

C: Paid Advertising Audit (Google Ads, Facebook Ads, LinkedIn Ads)

01. Google Ads

Steps:

- Log into **Google Ads** and go to **Campaigns > Overview.**
- Review **CTR, Conversion Rate,** and **CPA (Cost per Acquisition)** for each ad group.
- Use **Auction Insights** to see how your ads perform compared to competitors

Metrics to Gather

- **CPC (Cost per Click):** Average cost per ad click.
- **CTR:** Percentage of users who clicked on the ad.
- **Conversion Rate:** Percentage of ad viewers who completed the desired action.

Campaigns Drafts Settings

Add filter

Search Segment Columns Reports Dow

Campaign	Clicks	Impr.	CTR	Avg. CPC	Avg. CPM	Cost	Course Sign Up	Course Signup Rate	Cost/Signup
Search | WP | High Priority	2,777	26,533	10.47%	SGD6.16	SGD644.87	SGD17,110.27	61.97	2.23%	276.09
Search | TTM | High Priority	1,025	5,776	17.75%	SGD3.42	SGD606.73	SGD3,504.47	6.33	0.62%	553.34
Search | SMM | High Priority	2,556	23,689	10.79%	SGD6.09	SGD657.49	SGD15,575.27	51.29	2.01%	303.67
Search | SEO | High Priority	2,000	34,322	5.83%	SGD7.23	SGD421.39	SGD14,463.09	65.00	3.25%	222.52
Search | LIM | High Priority	0	6	0.00%	–	SGD0.00	SGD0.00	0.00	0.00%	0.00
Search | GTM(new) | High Priority	36	645	5.58%	SGD3.82	SGD213.29	SGD137.57	1.00	2.78%	137.57
Search | GAD | High Priority	695	10,140	6.85%	SGD7.70	SGD528.04	SGD5,354.33	38.47	5.53%	139.19
Search | FB | High Priority	842	9,340	9.01%	SGD6.54	SGD589.89	SGD5,509.58	21.89	2.60%	251.71
Search | EM | High Priority	118	2,129	5.54%	SGD3.67	SGD203.19	SGD432.59	2.00	1.69%	216.29
Search | DME | High Priority	184	1,460	12.60%	SGD3.43	SGD432.60	SGD631.59	1.00	0.54%	631.59

Example: If CPC is high, adjust keyword bidding or use more targeted ad copy to improve efficiency.

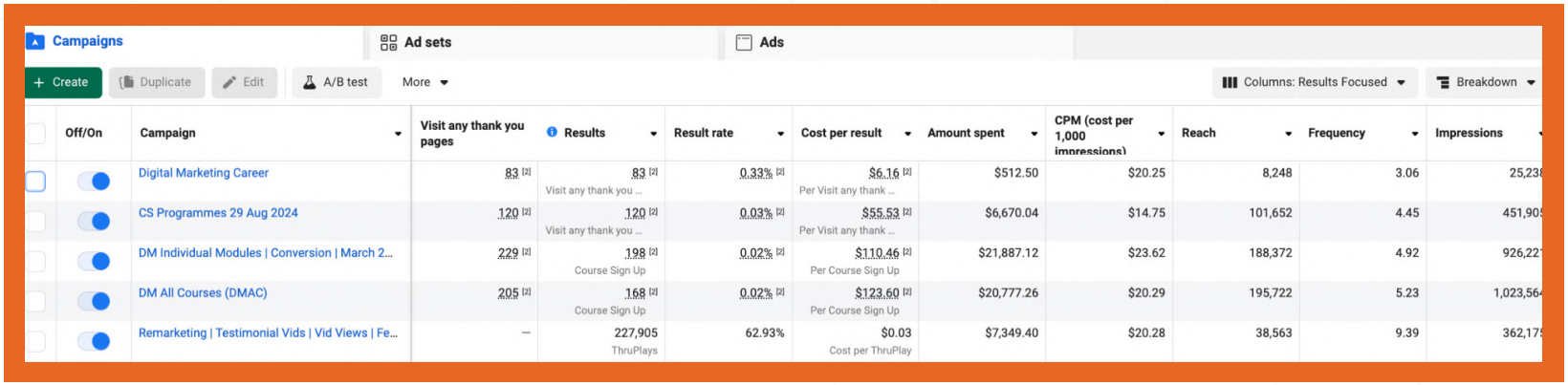
02. Facebook Ads Manager

Steps:

- Access **Ads Manager > Campaigns** and review each **campaign's CTR, CPC,** and **Conversions.**
- Look at the **Audience Insights** tab to assess if targeting aligns with campaign goals.

Metrics to Gather

- **CTR and CPC:** Evaluate ad effectiveness.
- **Audience Demographics:** Breakdown of audience age, gender, & location.
- **Conversion Rate:** The number of conversions as a percentage of clicks (conversions - lead form signed up, registration, purchases)
- **Cost per Conversion:** Average cost to acquire a lead or sale.



Campaigns | Ad sets | Ads

+ Create | Duplicate | Edit | A/B test | More | Columns: Results Focused | Breakdown

Off/On	Campaign	Visit any thank you pages	Results	Result rate	Cost per result	Amount spent	CPM (cost per 1,000 impressions)	Reach	Frequency	Impressions
	Digital Marketing Career	83 [2]	83 [2] Visit any thank you ...	0.33% [2]	$6.16 [2] Per Visit any thank ...	$512.50	$20.25	8,248	3.06	25,23
	CS Programmes 29 Aug 2024	120 [2]	120 [2] Visit any thank you ...	0.03% [2]	$55.53 [2] Per Visit any thank ...	$6,670.04	$14.75	101,652	4.45	451,90
	DM Individual Modules | Conversion | March 2...	229 [2]	198 [2] Course Sign Up	0.02% [2]	$110.46 [2] Per Course Sign Up	$21,887.12	$23.62	188,372	4.92	926,22
	DM All Courses (DMAC)	205 [2]	168 [2] Course Sign Up	0.02% [2]	$123.60 [2] Per Course Sign Up	$20,777.26	$20.29	195,722	5.23	1,023,56
	Remarketing | Testimonial Vids | Vid Views | Fe...	–	227,905 ThruPlays	62.93%	$0.03 Cost per ThruPlay	$7,349.40	$20.28	38,563	9.39	362,17

Example: If ads show high reach but low conversions, revisit targeting parameters or the landing page experience.

D: Email Marketing Audit

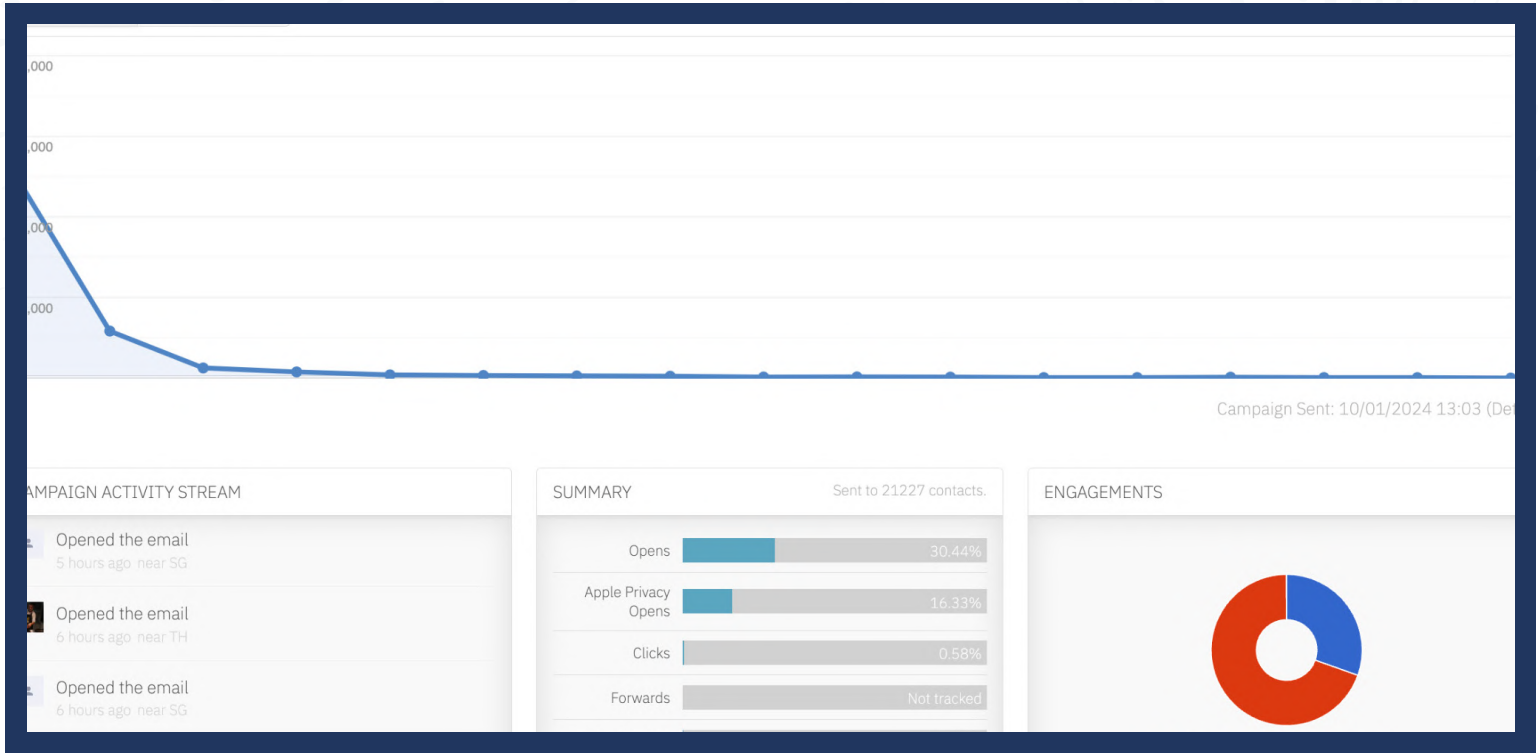
01. Using Your Email Marketing Platform (e.g., ActiveCampaign, Mailchimp, HubSpot)

Steps:

- Go to **Campaign Reports** within your email platform.
- Look at Open Rate, **Click-Through Rate (CTR), Unsubscribe Rate,** and Bounce Rate.

Metrics to Gather

- **Open Rate:** Percentage of recipients who opened the email.
- **CTR:** Percentage of recipients who clicked on a link.
- **Unsubscribe Rate:** Percentage of people who unsubscribed.



Example: If open rates are low, test different subject lines and segment your audience for more targeted content.

E: Offline Channels (In-Person Events, OOH, Print Media)

Offline channels can be tracked by measuring attendee engagement, lead generation, and audience impressions.

01. In-Person Events (Roadshows, Workshops)

Steps:

- Use attendee sign-up sheets, QR code tracking, or event registration software to track engagement.
- Collect post-event feedback to gauge attendee satisfaction and interest.

Metrics to Gather:

- **Attendees:** Total number of participants.
- **Engagement:** Count of sign-ups, emails collected.
- **Conversion Rate:** Percentage of attendees who convert into leads or customers.

Example: If attendee engagement is low, consider improving event content or follow-up strategies.

02. Out-of-Home (OOH) Advertising

Steps:

- Track engagement via unique URLs or QR codes included on billboards or posters.
- Collect data on impressions if available from the ad provider.

Metrics to Gather

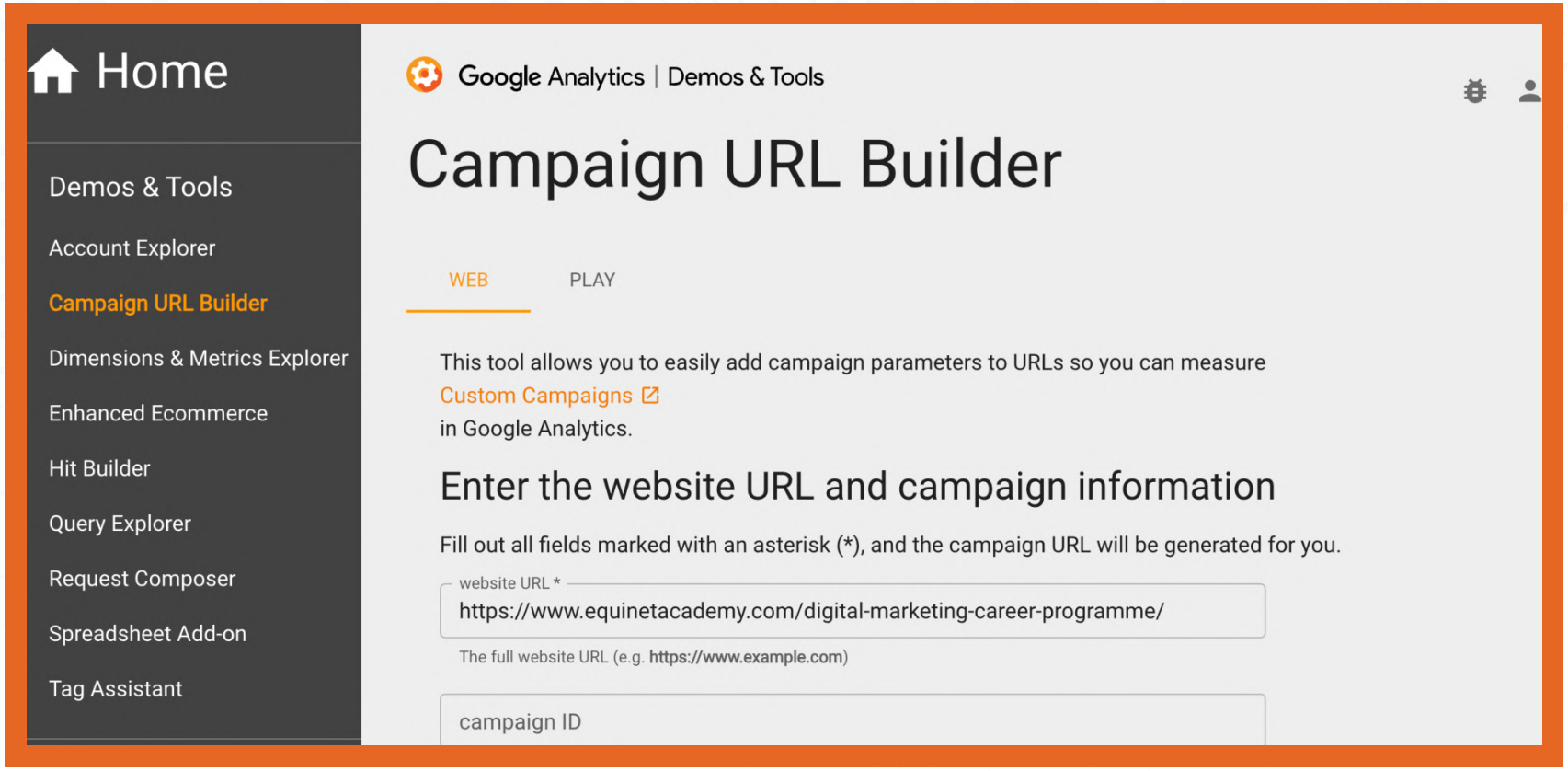
- **Estimated Impressions:** Number of people who potentially saw the ad.
- **Traffic from QR Codes:** Track URL visits from specific OOH placements.

Example: If QR code scans are low, experiment with more prominent placement or simpler call-to-actions.

03. Print Media (Brochures, Flyers)

Steps:

- Include unique URLs, shortened URLs or QR codes that redirect to UTM tags, or promo codes in print materials to track engagement.
- Track leads generated through responses to offers in print media.



Metrics to Gather:

- **Redemption Rate:** Percentage of recipients who used a code.
- **Traffic:** URL or landing page visits specific to the print piece.

Example: If brochure engagement is low, consider refining messaging or placement strategies.

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Summary of Findings & Recommendations

After auditing resources, digital, and offline channels, summarise findings in a consolidated table:

Channel/ Resource	Key Findings	Recommendations
Search Engine Optimisation (SEO)	High impressions, low CTR	Improve meta descriptions for target pages
Social Media	Good engagement, but limited reach	Increase budget for ads, optimise posting times
Paid Ads	High CPC on Google Ads	Adjust keywords, refine targeting
Offline Events	High attendee interest, but low conversions	Improve event follow-up strategies

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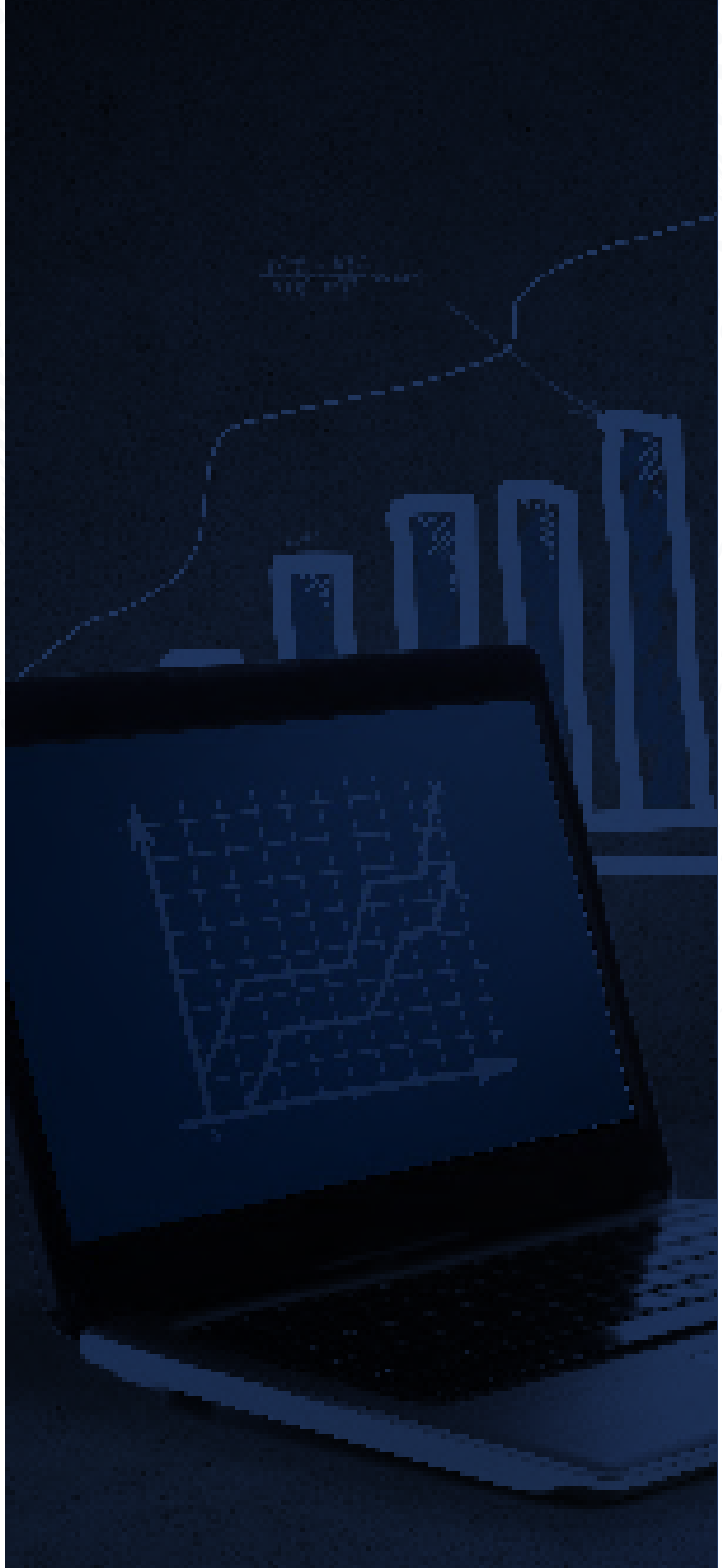
Section 3: Market Research & Analysis

What is Market Research and Analysis?

Market research and analysis are essential for understanding the industry landscape, audience preferences, and competitor strategies. This research helps identify target audiences, market trends, and competition, ultimately guiding digital marketing tactics. We'll use accessible tools for thorough analysis and apply frameworks like SWOT and SOSTAC to shape strategic decisions.



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How to Conduct Market Research and Competitor Analysis

Market research involves gathering insights on:

- **Target Audience:** Identifying demographics, interests, and needs.
- **Competitor Analysis:** Assessing competitors' strengths, weaknesses, tactics, and opportunities.
- **Keyword and Content Research:** Understanding high-performing keywords and content trends.

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Free Tools for Market Research & Competitor Analysis

Tool	Purpose	Type	Key Features
Google Keyword Planner	Keyword research & ad planning	Free	Search volume, keyword ideas, competition
SEMrush (Freemium) AHREFS	SEO, keyword, and competitor research	Freemium	Site audit, keyword rank tracking, backlinks
Facebook Ad Library	Competitor ad creative analysis	Free	View live and historical ads by competitors
SimilarWeb	Website traffic & competitor analysis	Freemium	Traffic sources, engagement metrics
BuzzSumo	Content research and competitor insights	Freemium	Most shared content, influencer insights
Social Blade	Social media analytics (YouTube, Instagram, etc.)	Free	Follower growth, engagement metrics

Step 1: Audience Research

Audience research helps you understand your potential customers and their preferences. This is typically accomplished by creating **Customer Personas** based on demographic and behavioural data.

01. Using Google Analytics for Demographic Data

- Go to **Audience > Demographics > Overview** in Google Analytics.
- Identify age, gender, and location metrics.
- Check **Interests > Overview** for additional insights into users' interests.

02. Survey Tools for Additional Insights

Use free survey tools like **Google Forms** or **SurveyMonkey** to gather insights directly from customers. Ask questions about:

- Product or service needs
- Online shopping behaviours
- Preferred content formats (video, blogs, etc.)

03. Creating Customer Personas: Template:

Persona Name	Age	Interests	Pain Points	Buying Behaviour
Tech-Savvy Sam	25-34	Gadgets, software	Needs time-saving solutions	Research-driven decisions

Step 2: Competitor Analysis

Competitor analysis involves examining other businesses in your industry to understand their strategies, strengths, and weaknesses. This provides insight into potential gaps or opportunities in your approach.

Using SEMrush for SEO and Keyword Analysis

01. Competitor Domain Overview:

Steps:

- Open SEMrush and enter a competitor's domain under **Domain Overview.**
- Review **Organic Search Traffic, Top Keywords, Traffic Sources,** and **Backlink Profile.**

Keyword Gap Analysis:

Steps:

- In SEMrush, go to **Keyword Gap** and enter your domain along with competitor domains.
- SEMrush will display keywords they rank for that you don't, providing content ideas.
- In AHREFS, go to Competitor Analysis and enter your domain along with competitor domains.

Example: If a competitor ranks for keywords around "beginner digital marketing," consider creating content focused on these terms.

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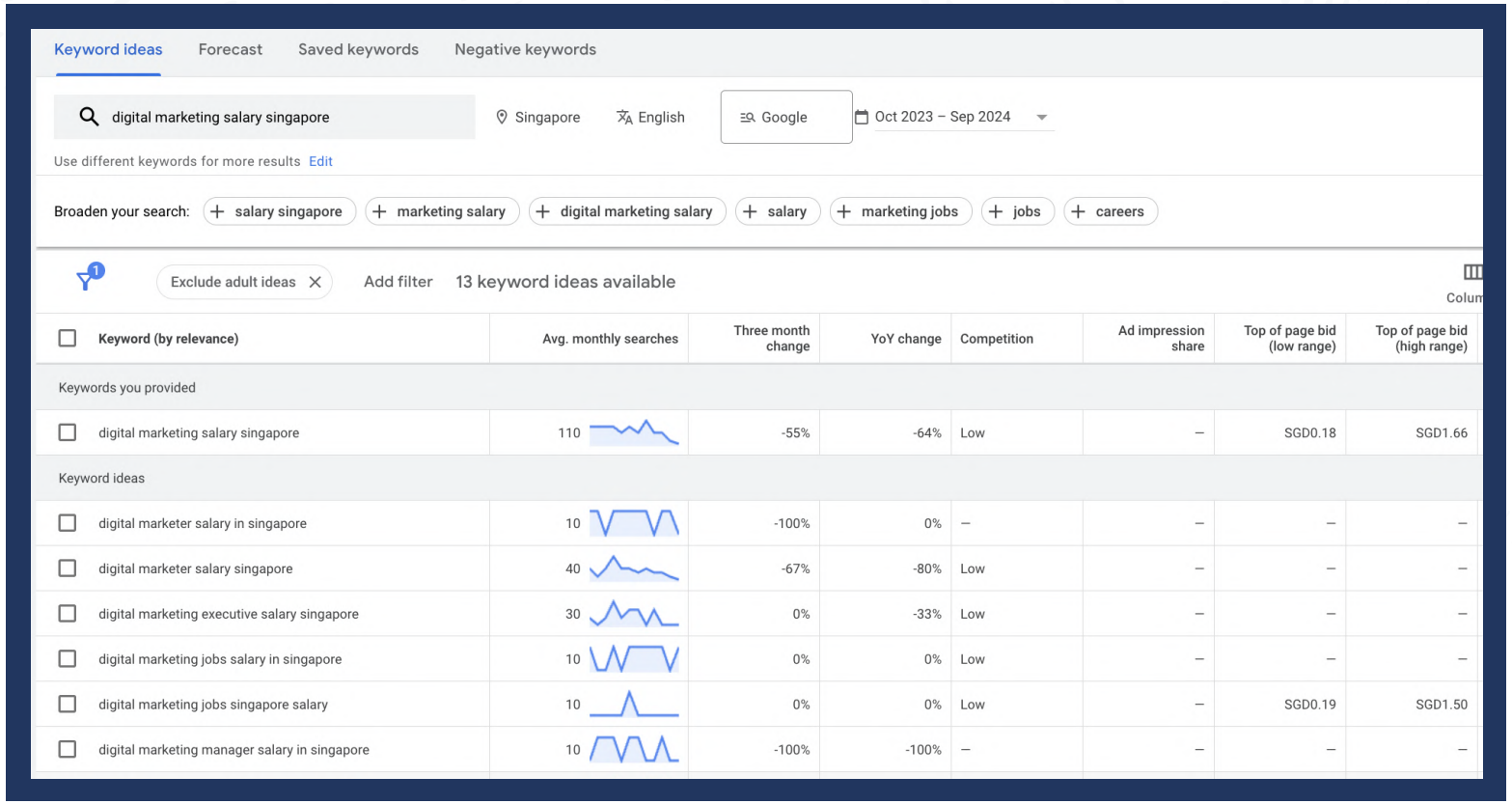
Using Google Keyword Planner for Keyword Research

Keyword Search Volume and Competition:

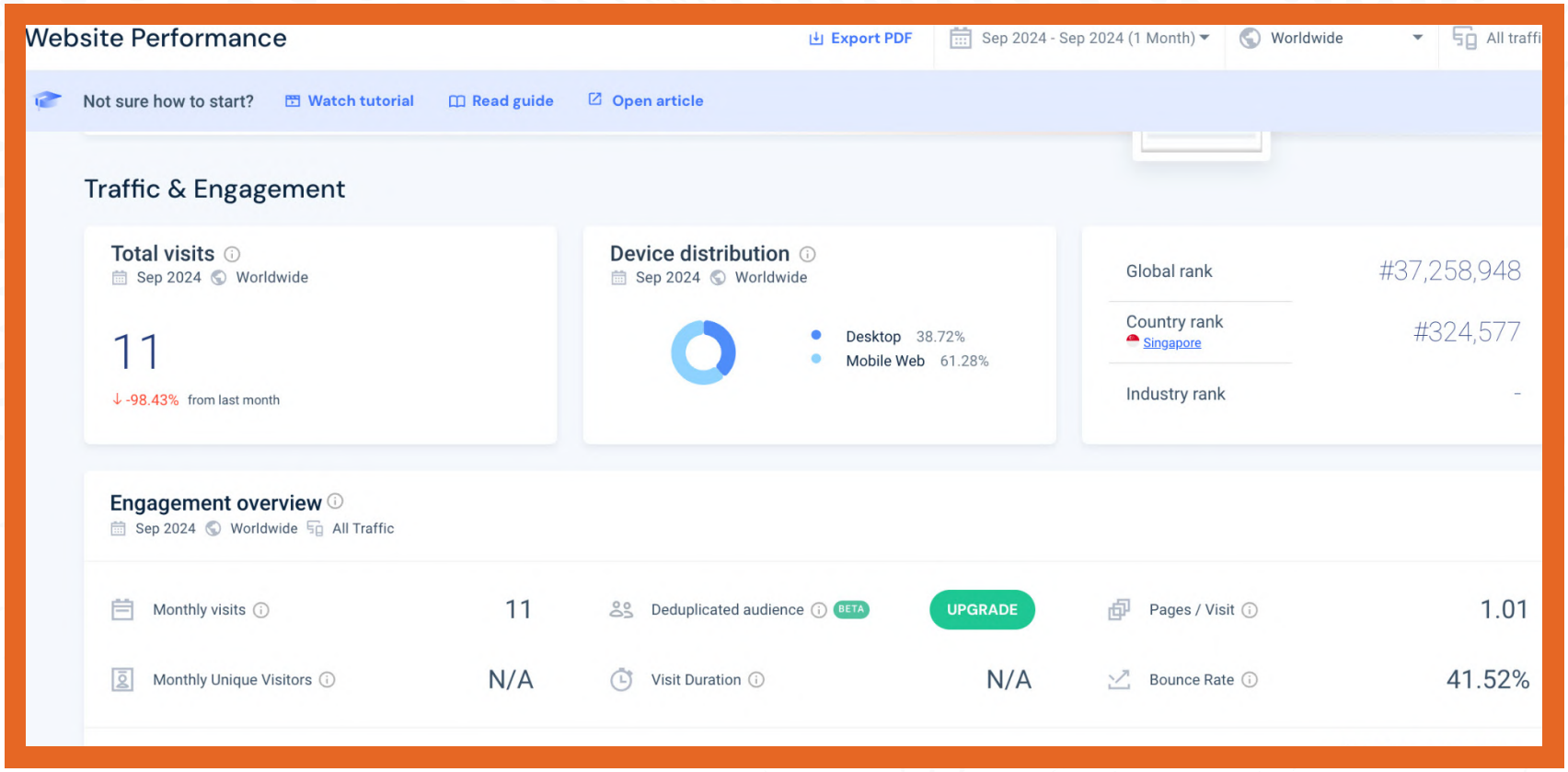
Steps:

- Go to **Google Keyword** Planner within Google Ads and select Discover New Keywords.
- Enter keywords related to your industry and review search volume, competition, and cost-per-click data.
- Identify Brand, Competitor and Generic keywords: e.g "equinet digital marketing courses" = brand keyword, "smu digital marketing courses" = competitor keyword; "digital marketing courses" = generic keyword

Example: If "digital marketing strategy" has high search volume but moderate competition, it may be a good focus for blog posts and SEO efforts.



Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
Keywords you provided							
digital marketing salary singapore	110	-55%	-64%	Low	–	SGD0.18	SGD1.66
Keyword ideas							
digital marketer salary in singapore	10	-100%	0%	–	–	–	–
digital marketer salary singapore	40	-67%	-80%	Low	–	–	–
digital marketing executive salary singapore	30	0%	-33%	Low	–	–	–
digital marketing jobs salary in singapore	10	0%	0%	Low	–	–	–
digital marketing jobs singapore salary	10	0%	0%	Low	–	SGD0.19	SGD1.50
digital marketing manager salary in singapore	10	-100%	-100%	–	–	–	–

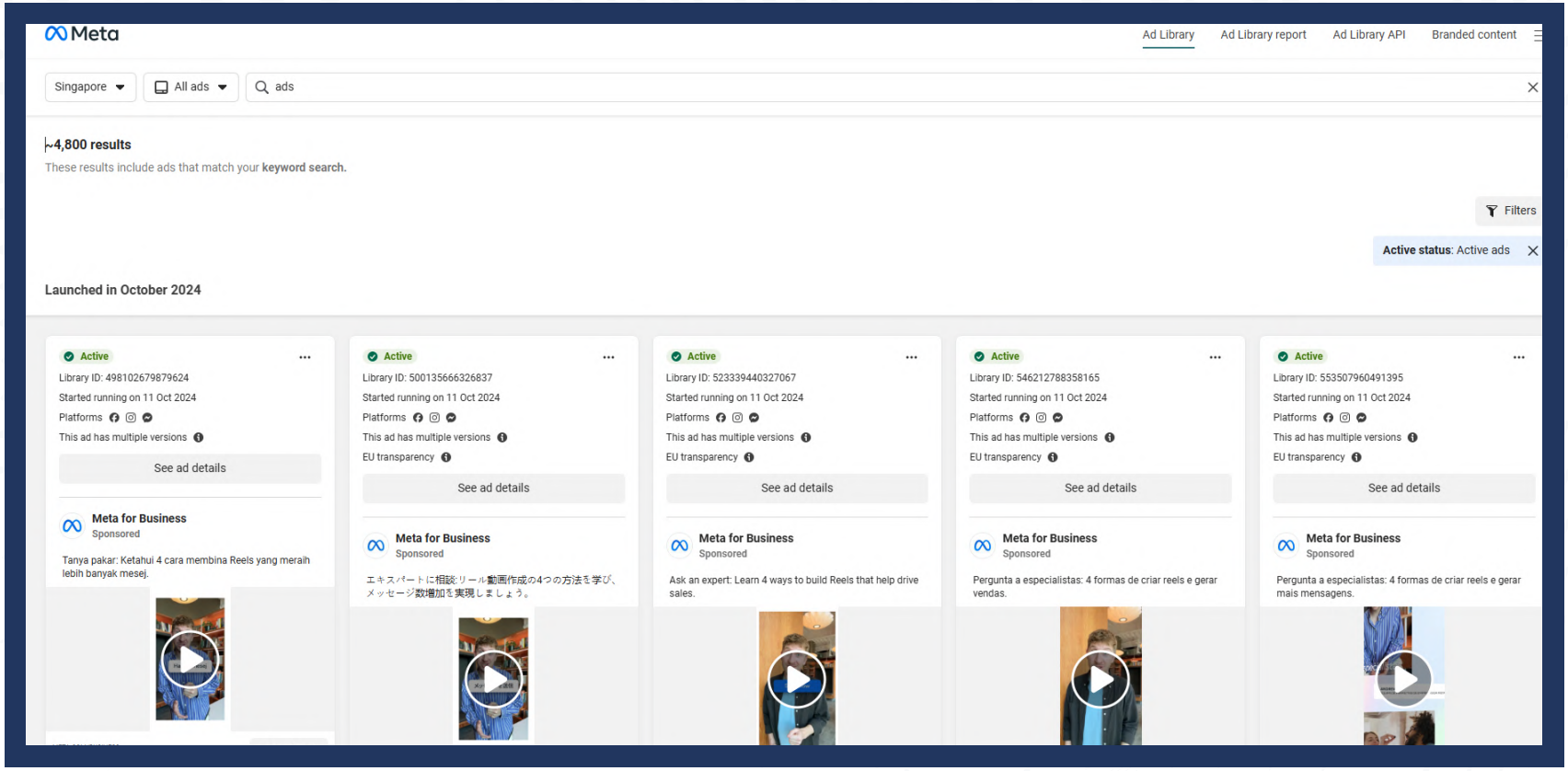


Using SimilarWeb for Traffic and Competitor Insights

Traffic Analysis:
Steps:

- Enter a competitor's website on SimilarWeb's free version.
- Review **Total Visits, Average Visit Duration, Bounce Rate, and Traffic Sources.**

Example: If most of a competitor's traffic comes from social media, consider enhancing your social media strategy.



Using Facebook Ad Library for Competitor Ad Creatives

Viewing Competitor Ads Steps:

- Go to **Facebook Ad Library** and enter the name of a competitor's Facebook Page.
- Filter ads by **country** and **ad status** (e.g., active) to see current ad creatives.

Example: If a competitor's ads use testimonials effectively, consider incorporating social proof in your ads.

Using Social Blade for Social Media Metrics

Monitoring Growth and Engagement:

Steps:

- Go to Social Blade and enter the competitor's YouTube, Instagram, or Twitter handle.
- Review **Follower Growth, Engagement Rates,** and **Post Frequency.**

Example: If a competitor posts frequently and has high engagement on YouTube, consider increasing your posting frequency.

Using BuzzSumo for Content Analysis

Identifying High-Performing Content:

Steps:

- Open BuzzSumo and search keywords related to your industry.
- Sort by **Most Shared** to see popular content topics & formats.

Example: If listicle articles are widely shared in your industry, consider using this format in your blog posts.

Step 3: Conducting a SWOT Analysis

A SWOT analysis evaluates your business's Strengths, Weaknesses, Opportunities, and Threats. This analysis provides a snapshot of internal and external factors impacting your strategy.

SWOT Analysis Template and Example

Factor	Description
Strengths	Internal attributes that give you an advantage (e.g., skilled team, strong SEO).
Weaknesses	Internal limitations that may hinder performance (e.g., small marketing budget, limited social presence).
Opportunities	External factors to leverage for growth (e.g., increasing industry demand, influencer partnerships).
Threats	External challenges that may affect success (e.g., new competitor, rising ad costs).

Example:

- **Strengths:** High-quality content creation, strong engagement on social media.
- **Weaknesses:** Low organic search ranking, limited budget for paid ads.
- **Opportunities:** Rising interest in digital marketing courses, partnership with industry influencers.
- **Threats:** New competitors entering the market, increased CPC on paid platforms.

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Step 4: SOSTAC Planning Framework

The **SOSTAC** model, developed by PR Smith, provides a structured approach to planning a digital marketing strategy. Each letter stands for a stage in the planning process:

01. Situation Analysis:
Where are we now?

- Conduct SWOT analysis and competitor research.
- Example: Use findings from the competitor analysis to understand your market position

02. Objectives:
Where do we want to go?

- Set clear, measurable goals aligned with business objectives.
- Example: "Increase organic traffic by 30% in 6 months."

03. Strategy:
How do we get there?

- Define your target audience, value proposition, & channels.
- Example: Focus on content marketing and social media

04.Tactics:
What actions do we take?

- Outline specific actions to achieve objectives, such as SEO, content creation, or PPC.
- Example: Publish weekly blog posts targeting

05. Action:
Who does what, & when?

- Assign tasks and timelines to team members.
- Example: Content team creates blog posts, SEO team optimises keywords.

06. Control:
How do we measure success?

- Use KPIs to monitor progress and adjust tactics as needed.
- Example: Track keyword rankings monthly and adjust content based on performance.

Summary of Findings and Next Steps

After conducting market research and competitor analysis, summarise findings in a consolidated table and establish strategic directions based on insights.

Component	Key Findings	Strategic Action
Audience Research	Target audience prefers short-form video	Increase video content on social media
Competitor Analysis	Competitors rank for “digi-tal marketing courses”	Develop content focused on digital marketing topics
Keyword Research	“Digital strategy guide” has moderate competition	Create a guide to target this keyword
SWOT Analysis	Strong content but limited budget	Focus on high-impact, low-cost content strategies

Section 4: Setting Marketing Objectives and SMART KPIs

What Are Marketing Objectives and SMART KPIs?

Marketing objectives are broad goals that an organisation aims to achieve, such as increasing brand awareness or driving sales. SMART KPIs (Key Performance Indicators) are specific, measurable metrics that help track progress toward those objectives. The SMART framework ensures that each KPI is **Specific, Measurable, Achievable, Relevant,** and **Time-bound.** Setting SMART KPIs allows for data-driven decision-making and continuous optimisation.

How to Set Marketing Objectives and SMART KPIs

Step 1: Defining Marketing Objectives

Marketing objectives provide direction and align marketing efforts with business goals. Objectives can vary depending on the buying funnel stage, targeting goals such as increasing awareness, improving engagement, or driving conversions.

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Positive & Negative Examples of Marketing Objectives

Funnel Stage	Positive Example	Negative Example
Awareness	Increase brand awareness by 20% in 6 months through targeted social media ads.	Increase brand visibility without a timeframe or specific measure
Consideration	Boost website traffic by 30% from organic search within 3 months.	Drive more traffic without specifying source or target percentage
Conversion	Achieve a 15% conversion rate on the new product page within 6 months.	Improve conversion rates without a defined page or target.
Retention	Increase repeat purchase rate by 25% within 1 year.	Focus on high-impact, low-cost content strategies
Advocacy	Increase positive customer reviews on Google by 10% in the next quarter.	Focus on high-impact, low-cost content strategies

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Step 2: Creating SMART KPIs Across the Buying Funnel

SMART KPIs bring clarity to each objective by breaking them down into measurable metrics. Setting SMART KPIs for each stage of the buyer's journey ensures that marketing efforts are targeted, trackable, & aligned with user intent at each step.

Awareness Stage KPIs

The awareness stage focuses on building brand recognition and reaching new audiences. Here, KPIs measure reach, impressions, and audience growth.

01. Examples of Awareness KPIs

Positive Example: Increase social media reach by 25% across Facebook, Instagram, & LinkedIn in 3 months.

SMART Breakdown:

- Specific: Social media reach increase across defined channels.
- Measurable: 25% growth target.
- Achievable: Based on historical performance.
- Relevant: Social reach is key to building brand awareness.
- Time-bound: Within 3 months.

Negative Example: Increase brand visibility with social media campaigns

This example is vague and lacks specific targets, metrics, and time constraints.

02. How to Set Awareness KPIs

Step-by-Step:

- Define target channels (e.g., Facebook, Instagram, LinkedIn).
- Set a baseline for current reach or follower count.
- Determine a growth percentage that aligns with previous performance.

Example KPI: Grow social media reach by 30% on Instagram and LinkedIn in the next 90 days

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Consideration Stage KPIs

The **consideration stage** focuses on engagement and driving qualified traffic to the website. KPIs in this stage often measure website sessions, bounce rate, and engagement rate.

Examples of Consideration KPIs

Positive Example: Increase blog engagement rate by 20% within 6 months.

SMART Breakdown:

- Specific: Engagement rate on blog content.
- Measurable: 20% increase.
- Achievable: Based on historical data.
- Relevant: Engagement correlates with content effectiveness.
- Time-bound: 6 months.

Negative Example: Improve blog performance.

- This example is broad and lacks specificity in terms of metrics & goals.

02. How to Set Consideration KPIs

Step-by-Step:

- Choose engagement metrics (e.g., average time on page, bounce rate).
- Use tools like Google Analytics to set baseline metrics.
- Define target improvement percentages.

Example KPI: Boost time on page for product articles by 15% in 4 months.

Conversion Stage KPIs

The **conversion stage** tracks specific actions that contribute to revenue, such as product purchases, form submissions, or sign-ups. KPIs here measure conversion rates, cost per conversion, and lead generation.

Examples of Conversion KPIs

Positive Example: Achieve a 10% conversion rate for email sign-ups from landing pages within 3 months.

MART Breakdown:

- Specific: Conversion rate for email sign-ups.
- Measurable: 10% conversion rate target.
- Achievable: Based on industry standards.
- Relevant: Email sign-ups contribute to lead nurturing.
- Time-bound: 3 months.

Negative Example: Improve sign-ups on the website.

- This example lacks specificity and a time-based target.

02. How to Set Conversion KPIs

Step-by-Step:

- Identify high-priority actions (e.g., form submissions, purchases).
- Use **Google Analytics** or **Google Tag Manager** to set up conversion tracking.
- Set improvement goals for conversion rate or number of conversions.

Example KPI: Increase product page conversion rate from 2% to 5% within 6 months.

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Retention Stage KPIs

The retention stage focuses on keeping existing customers engaged, reducing churn, and encouraging repeat purchases. KPIs include retention rate, repeat purchase rate, and customer satisfaction score.

Examples of Retention KPIs

Positive Example: Improve customer retention rate by 15% within 1 year.

SMART Breakdown:

- Specific: Customer retention rate.
- Measurable: 15% improvement.
- Achievable: Based on existing customer base and engagement strategies.
- Relevant: Retention impacts lifetime value.
- Time-bound: 1 year.

Negative Example: Reduce churn rate without a specific target.

- This example lacks specificity in terms of percentage, relevance, & timeframe

02. How to Set Retention KPIs

Step-by-Step:

- Measure current retention and churn rates.
- Set goals based on realistic improvement percentages.
- Use tools like HubSpot or CRM software for tracking repeat purchases or engagement rates.

Example KPI: Achieve a 20% repeat purchase rate within 12 months.

Advocacy Stage KPIs

The **advocacy stage** encourages satisfied customers to become brand advocates by sharing reviews, referrals, or recommendations. KPIs include the number of positive reviews, referral rates, and customer satisfaction scores.

Examples of Advocacy KPIs

Positive Example: Increase positive customer reviews on Google by 10% in the next quarter.

SMART Breakdown:

- Specific: Increase in positive Google reviews.
- Measurable: 10% increase.
- Achievable: Based on current review count.
- Relevant: Customer reviews build trust and attract new customers.
- Time-bound: Next quarter.

Negative Example: Get more customer reviews without a platform or target.

- This example doesn't specify a target percentage or platform for reviews.

02. How to Set Advocacy KPIs

Step-by-Step:

- Identify high-priority actions (e.g., form submissions, purchases).
- Use **Google Analytics** or **Google Tag Manager** to set up conversion tracking.
- Set improvement goals for conversion rate or number of conversions.

Example KPI: Increase referral rate by 5% by the end of Q2.

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SMART KPI Template

Here's a template to help organise SMART KPIs by funnel stage:

Funnel Stage	Objective	SMART KPI
Awareness	Increase brand reach	Boost social media reach by 30% on LinkedIn and Instagram in 3 months.
Consideration	Improve site engagement	Increase average time on page by 20% on the blog in 6 months.
Conversion	Drive sign-ups for the newsletter	Achieve a 10% sign-up conversion rate on the landing page by Q2.
Retention	Increase repeat purchases	Improve repeat purchase rate by 20% within 1 year.
Advocacy	Boost brand advocacy	Increase Google reviews by 10% over the next quarter.

Practical Example of SMART KPIs Across the Buying Funnel

Using the SMART framework, a digital marketing team might set up the following KPIs for a new product launch:

1. Awareness: Increase product page views by 25% within 3 months by improving social media promotion.
2. Consideration: Improve product comparison page engagement by 15% within 4 months through targeted content.
3. Conversion: Achieve a 5% conversion rate for purchases on the product page within 6 months.
4. Retention: Improve email open rate for product update emails by 10% within 6 months.
5. Advocacy: Increase user-generated content by 20% in 1 year by running an incentivised social media campaign.

What is OKR:

OKR (Objectives and Key Results) is a goal-setting framework used to define and track objectives and their outcomes. In digital marketing, OKRs align team goals with overall business strategy, ensuring focus and measurable progress.
Setting OKRs for Digital Marketing Teams:

1. Objective (O): Define a clear, inspiring, and achievable goal. It should be aligned with the company's mission. For example: "Increase brand awareness across social media platforms."

2. Key Results (KRs): Identify 3-5 measurable outcomes that indicate success in achieving the objective. These should be specific, time-bound, and quantifiable. For example:

- Grow Instagram followers by 20% in 3 months.
- Increase website traffic by 30% from social media.
- Boost engagement rates (likes, shares, comments) by 15%.

Here is a comprehensive table of essential digital marketing metrics, with explanations, examples, and the channels or platforms where these metrics can typically be tracked. This table provides a clear understanding of each metric's role, how it can be used, and where to find it for effective analysis and optimisation.

Metric	Purpose	Type	Key Features
Impressions	Number of times content is displayed, regardless of clicks.	Measure brand visibility on ads or social media posts.	Facebook, Instagram, Google Ads
Reach	Unique views of content by individual users.	Track how many unique people saw a post to gauge potential impact.	Facebook, Instagram, LinkedIn
Click-Through Rate (CTR)	Percentage of users who clicked on a link after seeing it.	Assess ad or email effectiveness. High CTRs indicate interest.	Google Ads, Facebook, Email Marketing
Engagement Rate	Ratio of interactions (likes, comments, shares) to total reach.	Measure content engagement on social media.	Facebook, Instagram, LinkedIn, TikTok
Conversion Rate	Percentage of users who completed a desired action (purchase, signup).	Evaluate landing page or ad success in driving actions.	Google Ads, Website Analytics
Cost Per Click (CPC)	Average cost per ad click.	Track cost efficiency in pay-per-click campaigns.	Google Ads, Facebook Ads
Cost Per Acquisition (CPA)	Cost to acquire a lead or customer.	Measure cost-effectiveness of ad spend in generating leads.	Google Ads, Facebook Ads

Metric	Purpose	Type	Key Features
Bounce Rate	Percentage of users who leave a site after viewing one page.	High bounce rates on key pages may indicate poor UX or relevance	Google Analytics, Website Analytics
Time on Page	Average time spent on a specific page.	Measure content engagement & page effectiveness.	Google Analytics
Pages per Session	Average number of pages viewed per visit.	Indicates how deeply users explore the website.	Google Analytics
Average Session Duration	Average time spent during a single visit.	Higher durations suggest more engaging site content.	Google Analytics
Follower Growth	Increase in followers on social media platforms over time.	Track brand growth on social media.	Instagram, Facebook, LinkedIn, TikTok
Email Open Rate	Percentage of recipients who open an email.	Measure email subject line effectiveness.	Mailchimp, HubSpot, Campaign Monitor
Email Click-Through Rate	Percentage of email recipients who click a link in the email.	Gauge email content effec-tiveness in driving traffic	Mailchimp, HubSpot, Campaign Monitor
Email Unsub-scribe Rate	Percentage of recipients who unsubscribe.	Monitor audience retention and email content relevance.	Mailchimp, HubSpot
Lead Conver-sion Rate	Percentage of leads that convert to customers.	Measure effectiveness of lead nurturing and sales funnel	CRM platforms, Google Analytics

Metric	Purpose	Type	Key Features
Customer Retention Rate	Percentage of customers retained over a period.	Track brand loyalty & success of retention strategies.	CRM platforms, Google Analytics
Customer Lifetime Value (CLV)	Average revenue generated by a customer during their engagement period.	Assess long-term customer profitability.	CRM platforms, Google Analytics
Return on Investment (ROI)	Ratio of profit to cost, typically for campaigns or channels.	Evaluate profitability of marketing efforts.	Google Analytics, CRM platforms
Average Session Duration	Average time spent during a single visit.	Higher durations suggest more engaging site content.	Google Analytics
Video Completion Rate	Percentage of users who watched a video to the end.	Measure engagement and relevance of video content.	YouTube Analytics, Facebook, Instagram
Ad Frequency	Average number of times an ad is shown to each user.	Manage ad fatigue & avoid overexposing audiences.	Facebook Ads, Google Ads
Share of Voice (SOV)	Percentage of the total advertising presence a brand has within its industry.	Gauge market visibility and brand competitiveness.	SEMrush, Google Ads, Social Media
Organic Search Traffic	Number of visits from search engines without paid ads.	Track SEO success and website discoverability.	Google Analytics, Google Search Console
Backlinks	Number and quality of links from other sites to your site.	Higher quality backlinks improve search rank-	SEMrush, Moz, Ahrefs

Metric	Purpose	Type	Key Features
Keyword Rankings	Position of a website's pages in search engine results for keywords.	Track SEO efforts and keyword strategy effectiveness.	Google Search Console, SEMrush
Referrals	Visitors referred from other websites.	Monitor traffic from partnerships, blogs, & media.	Google Analytics
Customer Satisfaction Score (CSAT)	Average score of customer satisfaction based on survey responses	Assess customer satisfaction levels with products/services	SurveyMonkey, CRM platforms
Net Promoter Score (NPS)	Measures likelihood of customers recommending the brand.	High NPS indicates strong brand loyalty.	SurveyMonkey, Typeform, CRM platforms
Landing Page Conversion Rate	Percentage of visitors who complete a desired action on a landing page.	Measure landing page effectiveness in driving conversions	Google Analytics, Landing Page Builders
Qualified Lead Rate	Percentage of leads that meet predefined qualification criteria.	Assess lead quality to ensure alignment with target audience.	CRM platforms, Google Analytics
Add to Cart Rate	Percentage of visitors who add products to their cart.	Measure user interest and product appeal.	eCommerce platforms, Google Analytics
Cart Aban-donment Rate	Percentage of users who add items to cart but don't complete the purchase.	Identify potential issues in the checkout process	eCommerce platforms, Google Analytics
Referral Traffic	Visits from external sources like affiliate sites or blogs.	Measure the success of partnerships and affiliate marketing.	Google Analytics

Metric	Purpose	Type	Key Features
Impression Share	Percentage of ad impressions received vs. total available impressions.	Track ad visibility relative to competitors.	Google Ads
Audience Demographics	Breakdown of user demographics (age, gender, location).	Inform content and targeting strategies.	Facebook Insights, Google Analytics
User Flow	Path users take through your website.	Identify popular paths & drop-off points for site optimisation.	Google Analytics
Brand Mentions	Number of times the brand is mentioned online.	Track brand awareness and sentiment.	Social listening tools (e.g., Brandwatch, Hootsuite)
Social Sentiment	Analysis of positive, negative, and neutral mentions of a brand.	Measure brand perception and sentiment.	Social listening tools (e.g., Hootsuite)

Examples of Metric Usage

01. Impressions and Reach on Social Media:

Example: A brand running a product awareness campaign on Instagram sees high impressions but moderate reach. This means the same people are seeing the content multiple times, but it's not reaching a broad new audience. To address this, the brand could adjust the targeting to reach a larger audience or try different ad formats to increase reach among potential new customers.

02. Click-Through Rate (CTR) in Google Ads

Example: A low CTR in a Google Ads campaign could signal that the ad isn't relevant or compelling to the targeted audience. To improve CTR, the brand could refine the ad copy to highlight unique benefits, try a more attractive call-to-action, or adjust targeting to match the ad with a more relevant audience. For example, if an ad for "digital marketing courses" has a 1% CTR, rephrasing the ad copy to focus on "career advancement" or "certification" might resonate better with career-focused audiences.

03. Conversion Rate on Landing Pages:

Example: Example: A company's landing page for a lead magnet, such as a downloadable eBook, has high traffic but a low conversion rate. This could indicate a mismatch between user expectations and the page content. To improve conversion, the company could try adding more persuasive elements, such as a clear CTA, testimonials, or benefit-driven content. Additionally, simplifying the form fields required for the download might increase conversions.

04. Email Open and Click-Through Rates:

Example: Example: An email campaign promoting a seasonal sale has a 15% open rate, but the CTR within the email is only 2%. This suggests that while the subject line successfully gets people to open the email, the content or offer inside may not be engaging enough to drive clicks. The brand could test different formats or CTAs, segment the audience to send more targeted messages, or ensure that the content aligns closely with the subject line to improve CTR.

05. Organic Search Traffic & Keyword Rankings

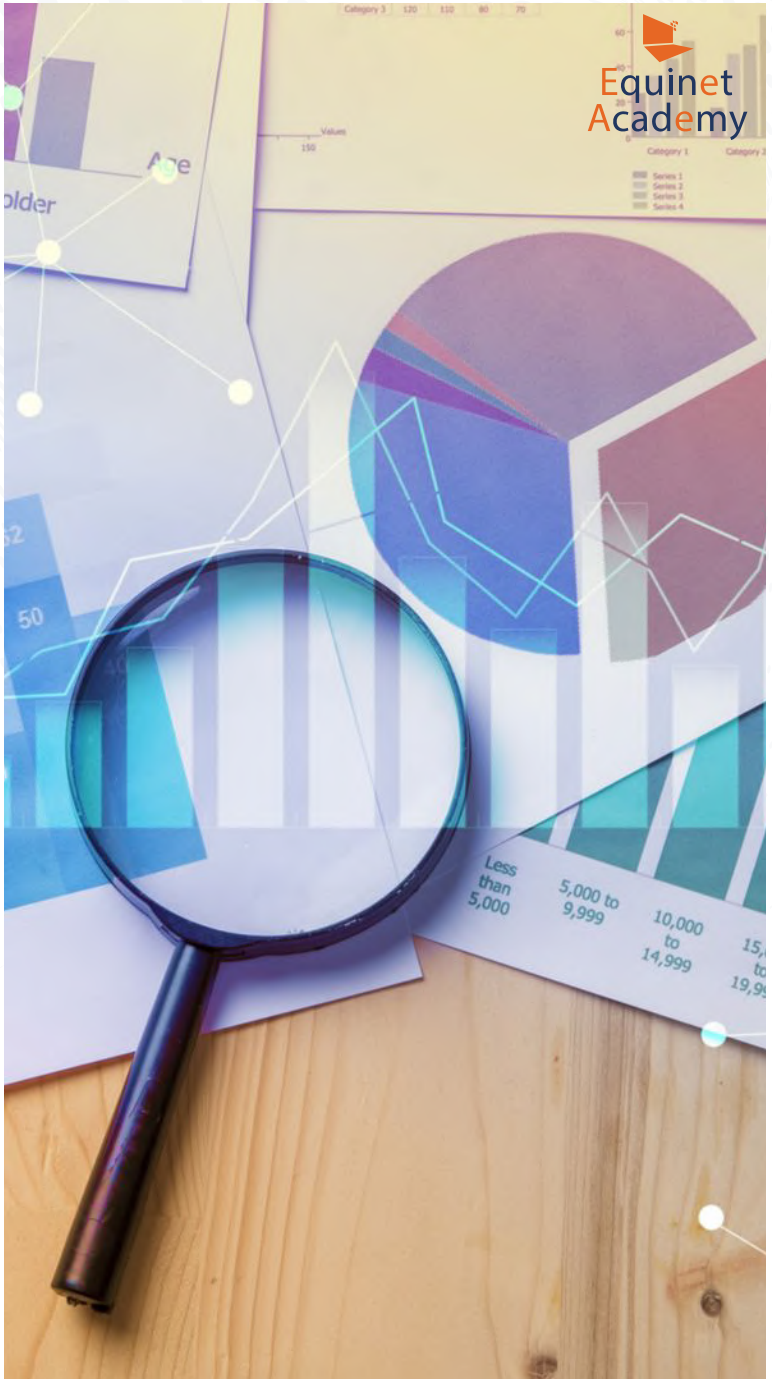
Example: A content-driven website sees an increase in organic search traffic and improved keyword rankings for targeted terms like “affordable digital marketing courses.” This suggests that recent SEO efforts, such as adding keyword-focused blog content and improving on-page SEO, are effective. To maintain this momentum, the website could expand content on related topics or optimise for additional long-tail keywords to capture more organic traffic.

06. Bounce Rate on Product Pages:

Example: A high bounce rate on a specific product page may indicate that visitors are not finding the page relevant or engaging. For instance, if a skincare brand’s “anti-aging serum” page has a high bounce rate, it could be due to a lack of product information, poor page layout, or missing visuals. To reduce the bounce rate, the brand could add user reviews, high-quality images, detailed product benefits, or FAQs to keep visitors on the page longer.

07. Email Unsubscribe Rate:

Example: If a brand’s newsletter unsubscribe rate spikes after sending a sales-heavy email to a previously engaged audience, this could indicate that the content isn’t meeting subscribers’ expectations. The brand might consider surveying unsubscribed users to gather feedback and adjust future content to include more valuable, educational information rather than purely promotional content.



08. Pages per Session:

Example: An e-commerce site notices that users are viewing an average of 3 pages per session. If the goal is to increase browsing, they could implement product recommendations or “related products” links on each product page to encourage deeper site exploration. By improving page interlinking and content relevance, the brand can increase pages per session, potentially leading to more conversions.

09. Follower Growth on Social Media:

Example: A company sees follower growth slowing on Instagram compared to other platforms. This could indicate a need for more engaging content or consistency in posting. By analysing successful posts and leveraging content types like stories or reels, the company could reinvigorate growth on Instagram and align their strategy with the type of content that performs best for their audience.

10. Customer Satisfaction Score (CSAT):

Example: A company receives a CSAT score of 4.2 out of 5 after launching a new customer service chatbot. While generally positive, feedback shows some users found it difficult to get answers to complex questions. Based on this insight, the company could implement an option to escalate to a live agent, improving the customer experience and likely raising the CSAT in future surveys.

11. Customer Lifetime Value (CLV):

Example: An online clothing retailer determines that the CLV for customers who make three purchases within six months is significantly higher than those with only one purchase. To encourage more frequent purchases, the retailer could introduce loyalty rewards or offer personalised product recommendations, increasing the CLV by encouraging repeat buying behaviour.

12. Net Promoter Score (NPS):

Example: A software company's NPS score shows a majority of customers rate them as "promoters" but a small subset provides low scores due to poor onboarding experiences. The company could focus on improving the onboarding process and supporting materials, potentially increasing the number of "promoters" and turning detractors into neutral or positive respondents.

13. Return on Investment (ROI):

Example: An ROI analysis shows that Facebook ads generated a 200% return, while Google Ads only achieved a 120% return for a recent campaign. This insight could guide the marketing team to allocate more budget to Facebook ads for similar campaigns, given their higher cost efficiency.

14. Qualified Lead Rate:

Example: A B2B company sees that only 30% of leads generated through paid ads meet their qualification criteria. To improve the qualified lead rate, they might adjust targeting or keywords in paid campaigns to better match the audience profile of their ideal customer.

15. Add to Cart Rate and Cart Abandonment Rate:

Example: An e-commerce store finds that a high number of users add items to their cart, but a significant percentage abandon the cart before purchasing. They could implement cart abandonment emails, simplify checkout, or provide limited-time offers to motivate users to complete purchases.

16. Audience Demographics:

Example: An online course provider's Facebook Insights reveal that their audience skews younger, with a majority in the 25–34 age range. This data could encourage the provider to create more video content and interactive posts that appeal to this demographic, such as Instagram Reels or TikTok videos, to increase engagement.

17. Share of Voice (SOV):

Example: A brand discovers it has only 15% SOV in paid search within its industry, while competitors have higher shares. This insight may prompt the brand to increase its search ad budget or optimise ad quality to capture more visibility and competitiveness in the market.

18. Brand Mentions and Social Sentiment:

Example: Social listening tools indicate a spike in negative mentions of a brand's product on Twitter. By investigating the cause and addressing customer concerns, the brand can mitigate the potential impact of the negative sentiment and turn the conversation positive.

19. Keyword Rankings and Organic Search Traffic:

Example: An increase in organic search traffic and improved rankings for targeted keywords like "affordable online courses" suggest successful SEO optimization. The brand could continue creating content around similar keywords and monitor rankings to capitalise on this momentum.

20. Landing Page Conversion Rate:

Example: A company launches a landing page for a webinar sign-up and sets a target conversion rate of 20%. If the conversion rate remains low, they might test different layouts, simplify form fields, or add testimonials to encourage more sign-ups.

Section 5: Digital Marketing Campaign Planning

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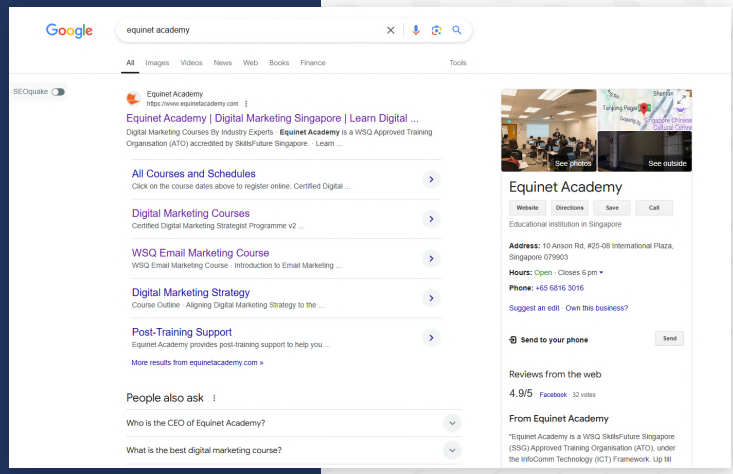
What is Campaign Planning?

Campaign planning involves designing targeted strategies across digital marketing channels to achieve specific objectives at each stage of the buyer's journey. Integrating various channels – SEO, SEM, social media, display ads, email marketing, and blogging – helps build a cohesive marketing approach, maximising reach, engagement, and conversions. Additionally, combining traditional and digital channels can amplify campaign impact and reinforce brand presence.

Examples of Digital Marketing Campaigns by Channel

1. SEO (Search Engine Optimisation) Campaign



Objective: Increase brand visibility and organic traffic through search engine rankings.

- **Campaign Example:** Launch a 3-month SEO campaign targeting "digital marketing training" and related long-tail keywords, focusing on both on-page and off-page optimisation. Create high-quality blog content that addresses commonly searched questions in the industry, such as "how to start a digital marketing career" or "essential digital marketing skills."

- **Execution**

- Use **Google Keyword Planner, AHREFS,** and **SEMrush** to identify high-potential keywords.
- Develop content clusters with pillar pages on "Digital Marketing Training" supported by blog posts covering subtopics.
- Improve technical SEO by optimising site speed and mobile experience

- **Measurement:** Track keyword rankings, organic traffic growth, and engagement metrics on key pages.

Example of Integration with Traditional Media:

- **Integration:** Run print ads or radio spots promoting a free downloadable guide on digital marketing. Include a QR code or short URL that directs users to a landing page optimised with SEO keywords to capture organic search traffic as well.

2. SEM (Search Engine Marketing) Campaign

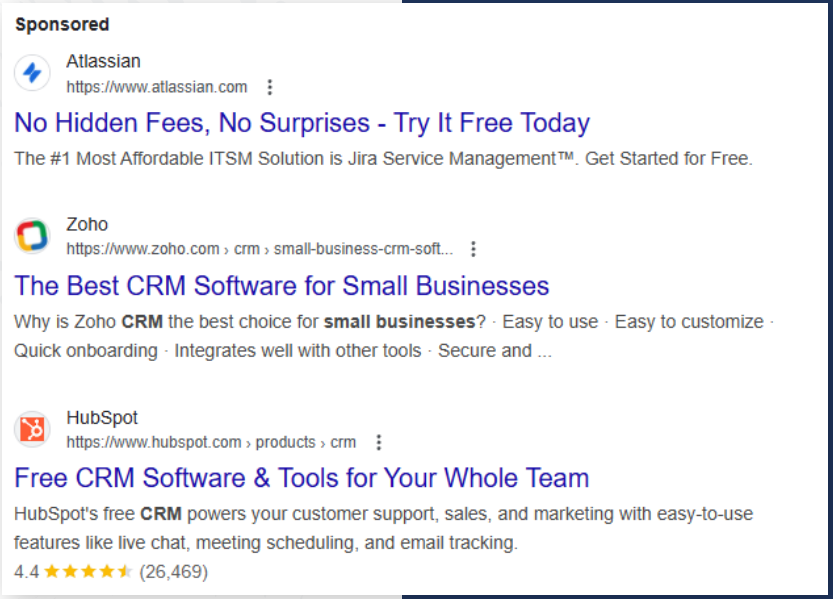
Objective: Drive qualified traffic and conversions through paid search ads.

- **Campaign Example:** A B2B software company creates a Google Ads campaign targeting "CRM software for small businesses." Ads are optimised for keywords indicating purchasing intent, such as "affordable CRM" and "best CRM software 2024."

- **Execution**

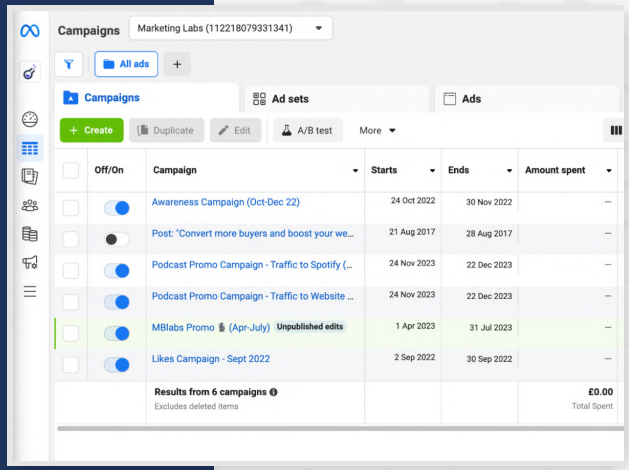
- Create multiple ad groups for variations of keywords related to CRM, targeting business owners and IT decision-makers.
- Use **Responsive Search Ads** to test combinations of ad headlines and descriptions.
- Set up UTM tracking in **Google Analytics** to monitor conversions from each ad group.

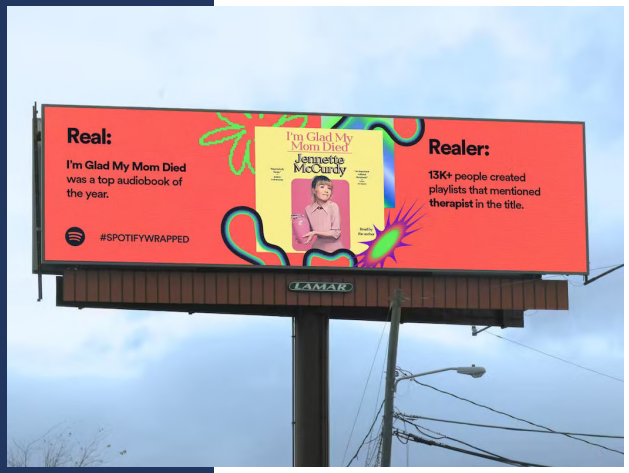
- **Measurement:** Track metrics like CTR, CPC, conversion rate, and cost per acquisition (CPA) for each keyword group.



Example of Integration with Traditional Media:

- **Integration:** Use direct mail to send informational brochures to business decision-makers, and include a unique promo code for a discount on CRM software, encouraging them to search for your ad and redeem the code online.





3. Social Media Campaign

Objective: Build engagement, generate leads, and nurture community on social platforms.

- **Campaign Example:** fashion retailer launches an Instagram campaign to promote a seasonal collection, using influencers and interactive stories to drive traffic to the website.

- **Execution**

- Create sponsored posts and partner with influencers to reach a wider audience.
- Run Instagram Stories ads that feature "swipe-up" links, guiding users to product pages.
- Engage with followers through story polls and user-generated content (UGC) challenges.

- **Measurement:** Track engagement rate, reach, website clicks from stories, and conversion rates from influencer posts.

Example of Integration with Traditional Media:

- **Integration:** Launch a billboard campaign featuring the new collection with a branded hashtag. Encourage people to share their own images with the hashtag on Instagram, creating cross-channel engagement.

4. Display Advertising Campaign

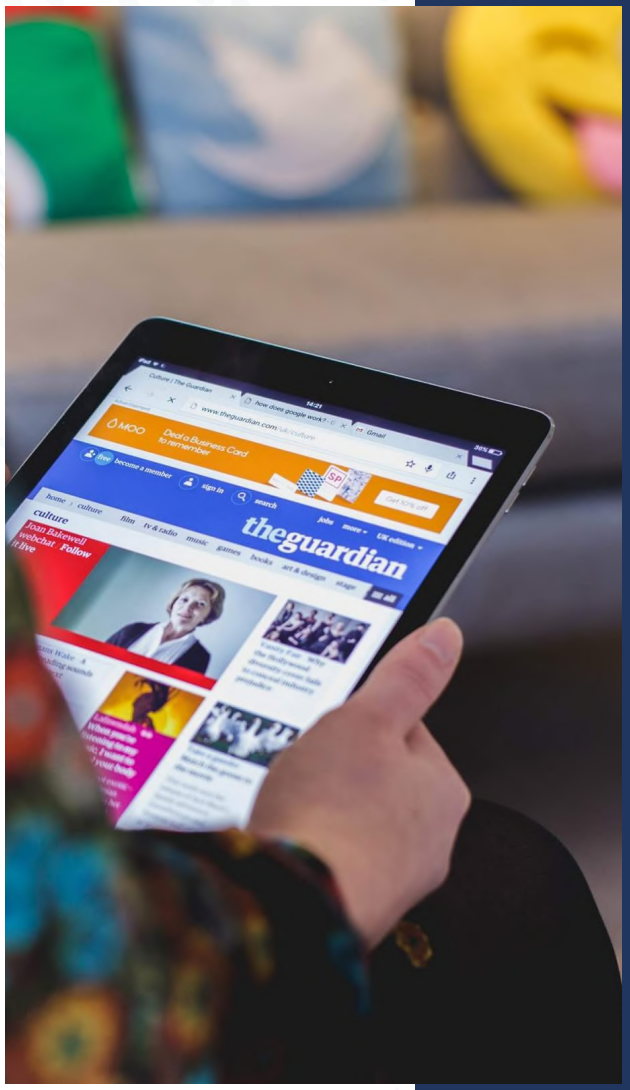
Objective: Increase brand awareness and retarget website visitors to boost conversions.

- **Campaign Example:** A home decor e-commerce brand runs a retargeting campaign on Google Display Network to remind visitors of previously viewed items.

- **Execution**

- Set up remarketing lists in **Google Ads** to target users who visited the website but didn't make a purchase.
- Create visually engaging ads showcasing abandoned products, offering limited-time discounts to encourage conversion.
- Segment audiences based on behaviour, such as users who viewed specific categories (e.g., "Furniture" vs. "Wall Art").

- **Measurement:** Monitor display ad impressions, click-through rates, and conversions attributed to retargeting ads.



Example of Integration with Traditional Media:

- **Integration:** Place QR codes in print catalogues or brochures that lead to the website, allowing customers to easily explore products online after receiving the printed material. Retarget visitors on Google Display Network who accessed the site through these QR codes.

5. Email Marketing Campaign

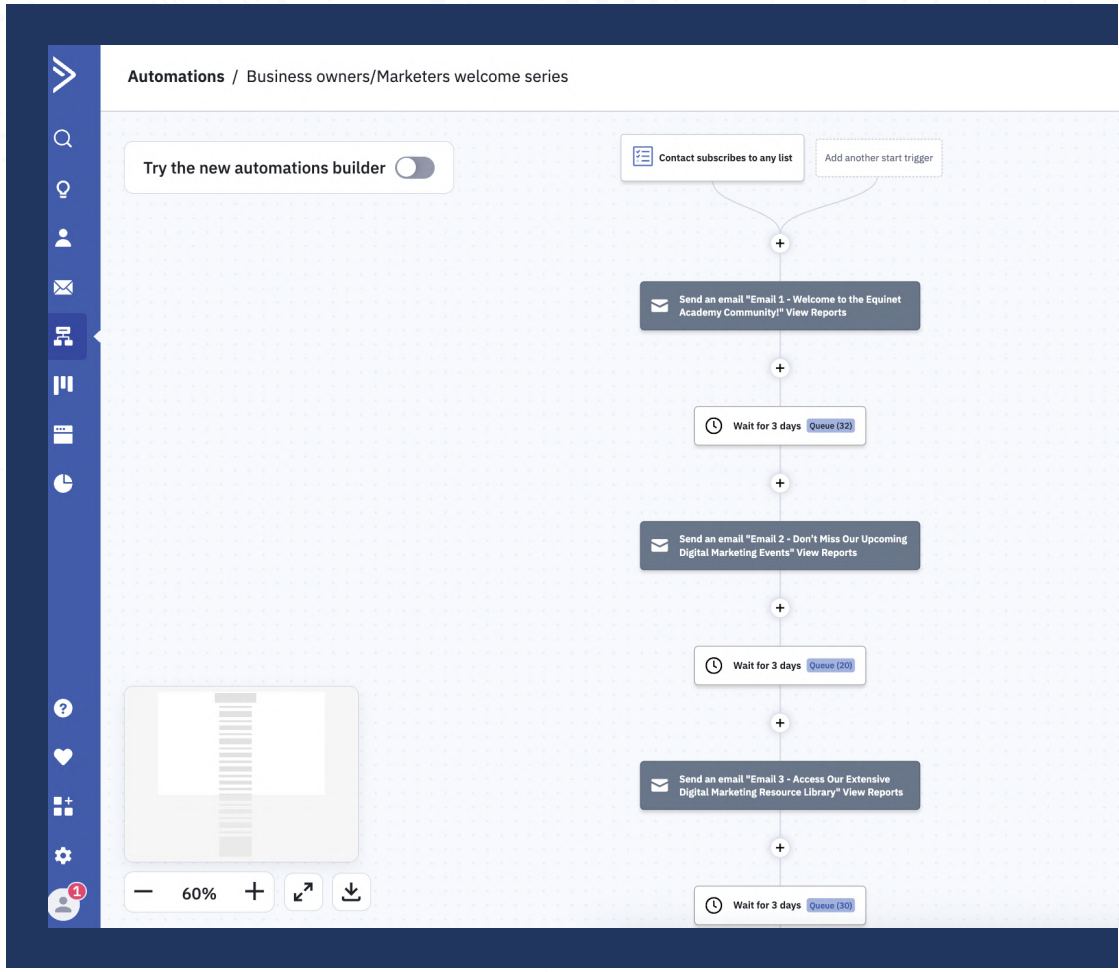
Objective: Nurture leads, retain existing customers, and encourage repeat purchases.

- **Campaign Example:** A SaaS company creates a drip email campaign to nurture new leads and drive engagement with free trial users.

- **Execution**

- Design a series of welcome emails introducing features, case studies, and tips for maximising value from the software.
- Segment users into groups (e.g., new leads, free trial users, paying customers) and personalise content for each stage.
- Use A/B testing on subject lines, call-to-actions, and email timing to improve open rates & CTR.

- **Measurement:** Track open rate, click-through rate, trial-to-paid conversion rate, and unsubscribe rate.



Example of Integration with Traditional Media:

- **Integration:** Use postcards with QR codes to promote the free trial offer. When recipients scan the code and sign up, they're automatically added to the email drip campaign for a more cohesive online-to-offline experience.

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6. Blogging and Content Marketing Campaign

Objective: Improve SEO, drive organic traffic, and establish thought leadership.

- **Campaign Example:** A financial services company launches a blog series addressing common questions, such as “how to save for retirement” and “investment options for beginners.”

- **Execution**

- Perform keyword research to find terms with high search volume related to finance and investment.
- Create blog posts with in-depth information, infographics, and links to downloadable guides to capture email leads.
- Use social media to share blog posts and encourage discussion in the comments section.

- **Measurement:** Monitor organic search traffic, average time on page, and blog post engagement through comments or shares.

Example of Integration with Traditional Media:

- **Integration:** Promote the blog series in industry magazines, encouraging readers to visit the blog for further resources. Include a QR code in the print ad, driving readers directly to the blog page.

7. Traditional Channels Integration with Digital Channels

Integrating traditional marketing channels with digital campaigns can strengthen brand awareness, increase engagement, and provide a more cohesive experience across touchpoints. Here are additional examples:

Event Marketing Integration:

- **Campaign Example:** A tech company sponsors a local tech expo, where they display QR codes at their booth that lead to an online demo.

- **Execution**

- At the event, representatives distribute branded merchandise with QR codes linking to the company's website.
- Run a parallel social media campaign with a dedicated event hashtag, encouraging attendees to share their experience online.

- **Measurement:** Track QR code scans, website traffic from the event, and social media engagement using the event hashtag.

TV and Radio Integration:

- Campaign Example: A cosmetics brand launches a TV ad campaign to drive awareness of a new skincare line. Viewers are directed to a landing page with an exclusive discount.

- **Execution**

- Use a memorable URL or hashtag in the ad to drive online engagement.
- Run retargeting ads on social media to reach users who visited the landing page after seeing the TV ad.

- **Measurement:** Track traffic to the landing page, conversions from the discount offer, and retargeting ad performance.

03. Direct Mail Integration:

Objective: Drive qualified traffic and conversions through paid search ads.

- **Campaign Example:** A furniture store sends direct mail postcards with discount codes to previous customers. The postcard includes a QR code that takes users directly to the online store

- **Execution**

- Track discount code redemptions to measure the campaign's effectiveness in driving online purchases.
- Set up a dedicated landing page with personalised product recommendations based on previous purchases.

- **Measurement:** Monitor traffic from the QR code, landing page conversions, and usage of the unique discount code.

03. Out-of-Home (OOH) Advertising Integration:

- **Campaign Example:** A fitness brand launches a billboard campaign promoting a new app, with a call-to-action to download the app by scanning a QR code.

- **Execution**

- Place billboards strategically in high-traffic areas to maximise impressions.
- Run geo-targeted digital ads on social media for users in the areas where billboards are located.

- **Measurement:** Track QR code downloads and app instals, as well as conversions from geo-targeted digital ads.

Section 6: Digital Marketing Analytics & Optimisation Plan

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What is Analytics and Optimisation?

Digital marketing analytics and optimisation focus on tracking, analysing, and enhancing campaign performance across channels. Google Looker Studio (formerly Data Studio) enables marketers to create comprehensive dashboards by integrating various data sources, such as Google Analytics 4, social media platforms, and email marketing tools. By interpreting metrics from these sources and following a structured recommendation process, marketers can drive impactful improvements.

Step 1: Navigating Google Analytics 4 (GA4) Reports

Google Analytics 4 provides valuable insights into user behaviour, conversion paths, and traffic sources, helping marketers understand which channels and campaigns drive the most value. Here's how to navigate essential GA4 reports:

Key GA4 Reports and Their Usage

Acquisition Report

- **Location:** Go to **Reports > Acquisition > Traffic Acquisition.**
- **Usage:** This report shows where your traffic originates (e.g., organic search, paid ads, direct). It's essential for understanding which channels generate the most visitors and conversions.
- **Example:** If organic search drives high traffic but low conversions, focus on optimising landing pages to improve conversion rates.

02. Engagement Report

- **Location: Reports > Engagement > Pages & Screens.**
- **Usage:** This report displays user interaction on specific pages, including average engagement time, bounce rate, and scroll depth.
- **Example**: If the homepage has low engagement, consider redesigning the layout or updating content to retain visitors for longer.

Search... Rows per page: 10 Go to: 1 1-10 of 999

	Landing page + query string	Organic Google Search clicks	Organic Google Search impressions	Organic Google Search click through rate	Organic Google Search average position	Active users	Engaged sessions	Engagement rate	Average engagement time per active user	Event All eve
	Total	8,221 100% of total	1,287,115 100% of total	0.64% Avg 0%	45.38 100% of total	6,958 100% of total	4,560 100% of total	50.48% Avg 0%	1m 01s Avg 0%	10(
1	/digital-marketing-team-structure/	850	59,978	1.42%	41.94	1,102	656	51.53%	1m 07s	
2	/content-creator/	755	35,969	2.1%	28.91	729	457	57.99%	40s	
3	/digital-marketing-career-progression/	479	30,728	1.56%	39.88	486	324	60.79%	56s	

03. Conversion Paths (Attribution)

- **Location: Reports > Advertising > Attribution > Conversion Paths.**
- **Usage:** Identifies the sequence of interactions that lead to conversions, showing the channels involved in each conversion journey.

- **Example:** If paid social often appears as the first touchpoint, allocate more budget to social ads to enhance top-of-funnel engagement.

04. Monetisation Report

- **Location: Reports > Monetisation > Ecommerce Purchases.**
- **Usage:** For eCommerce sites, this report shows purchases, revenue, and average order value (AOV).

- **Example:** A low AOV could indicate an opportunity to upsell complementary products or offer discounts for larger orders.

Additional Tips for Navigating GA4

- **Create Custom Explorations:** Use **Explore** to create custom reports, such as tracking user behaviour on specific landing pages or examining conversion paths for particular ad campaigns.
- **Set up Conversion Events:** Define conversion events (e.g., form submissions, purchases) to track key actions. Go to **Configure > Events > Create Event.**

Step 2: Linking Other Platform Analytics to Google Looker Studio

Google Looker Studio enables the integration of multiple platforms, making it easy to track performance across channels in a single dashboard. Here's how to connect popular digital marketing platforms to Looker Studio:

Linking Google Analytics, Google Ads, Facebook Insights, and CRM/Email Platforms

01. Linking Google Analytics 4

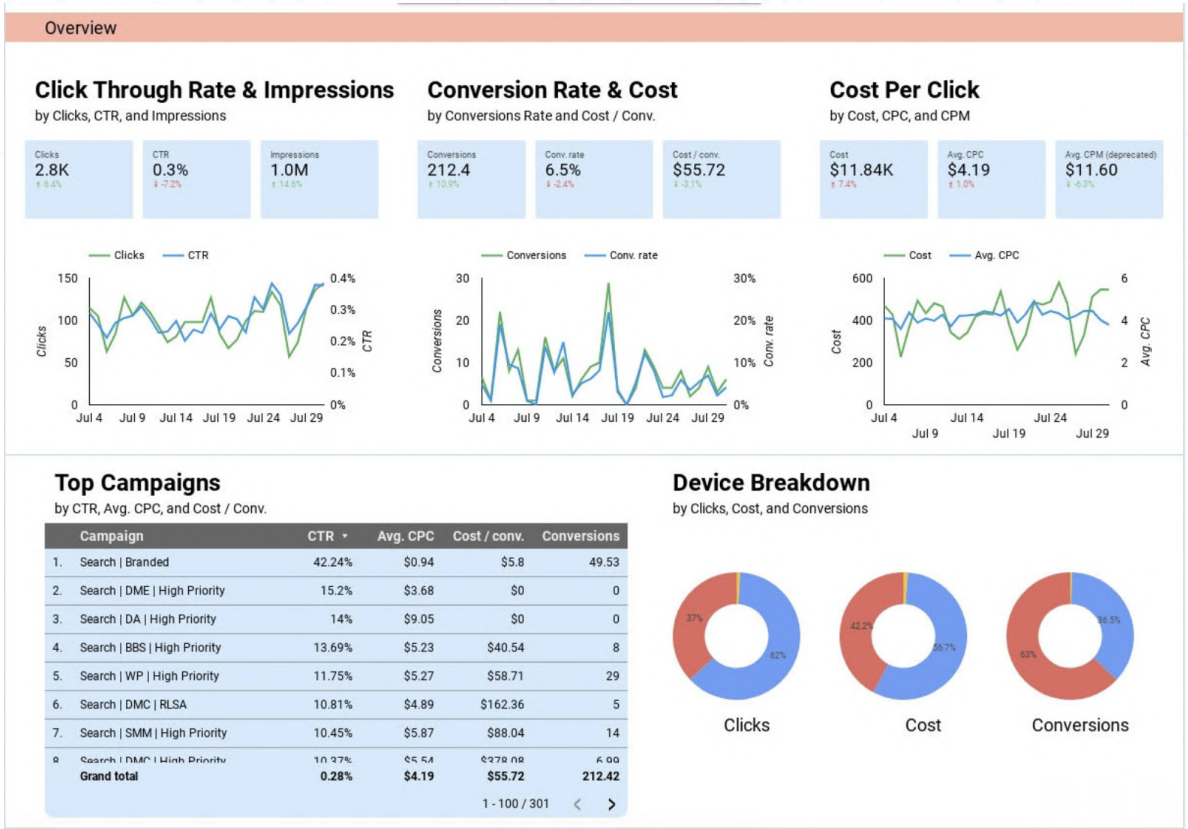
Steps:

- In Looker Studio, click **Add Data** and select **Google Analytics.**
- Choose your GA4 property and connect it to Looker Studio.
- **Usage:** Import core metrics such as sessions, conversions, engagement, and traffic sources to build foundational reports.

02. Linking Google Ads

Steps:

- In Looker Studio, go to **Add Data** and select **Google Ads.**
- Connect your Google Ads account to view metrics like CPC, CTR, & conversions.
- **Usage:** Display Google Ads data alongside organic metrics for a holistic view of paid vs. organic performance.



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03. Linking Facebook Insights

Steps:

- Use the **Facebook Ads Connector** or **Facebook Insights** Connector from Looker Studio's data gallery.
- Authorise access to your Facebook account to import ad and page insights data.

- **Usage:** Track social engagement, reach, impressions, and ad performance within Looker Studio.

04. Connecting CRM and Email Marketing Platforms (ActiveCampaign, HubSpot, Mailchimp)

Steps:

- Use third-party connectors (e.g., Supermetrics) or export CRM/email data to Google Sheets and connect Sheets to Looker Studio.

- **Usage:** Import lead generation, email open rates, click-through rates, and revenue from email campaigns into Looker Studio for monitoring nurturing and retention performance

Expert Tips for Data Integration

- **Standardise Metrics:** Ensure data fields (e.g., sessions, clicks) are consistently named across sources to maintain clarity.
- **Use Calculated Fields:** In Looker Studio, create calculated fields to define custom metrics, such as average revenue per user.
- **Combine Data Sources:** Use Blended Data to merge insights from multiple sources, such as Google Ads clicks and CRM leads, for a complete overview.

Step 3: Analysing Channel and Overall Performance

Assessing performance requires examining each channel's effectiveness and evaluating the campaign's overall results. This approach reveals insights on both individual and collective performance.

Expanded Checklist for Recommendations

Recommendation Checklist Item	Description
Is It Actionable?	Outline the steps required to implement the recommendation.
Is It Measurable?	Define metrics for tracking improvement post-implementation (e.g., CTR, conversion rate).
Is It Aligned with Objectives?	Confirm it supports business or campaign objectives (e.g., increasing brand awareness).
Is It Prioritised?	Focus on high-impact, feasible changes first to optimise resources effectively.
Has a Timeline Been Set?	Establish a timeline to ensure recommendations are implemented promptly.
Is There a Follow-Up Plan?	Plan follow-up analyses to assess recommendation effectiveness over time

Recommendation Checklist Item	Description
Are Potential Challenges Addressed?	Consider obstacles, such as budget or resource limitations, and suggest alternative solutions.
Does It Leverage Historical Data?	Use previous data as a baseline to assess future performance improvements.
Does It Incorporate Testing?	Suggest A/B testing or other experiments to validate the impact of recommendations.
Does It Include Benchmarks for Success?	Define clear benchmarks (e.g., 20% increase in CTR) to measure successful implementation.

Expert Tips for Actionable Recommendations

01. Data-Driven Adjustments: Base recommendations on measurable data, such as adjusting keywords with high CPC or reallocating budget from low-converting channels.

Example: After noting a high CPA on Google Ads, reduce the budget there and increase spending on high-performing Facebook Ads.

02. A/B Testing Suggestions: Recommend A/B testing for channels with high impressions but low engagement, such as social ads or email subject lines.

Example: Test two variations of ad copy to see which drives higher CTR in social campaigns.

03. Cross-Channel Synergy: Leverage high-performing channels to support lower-performing ones. For instance, retarget users on Google Display who engaged with your brand on social media.

Example: A company noticed that users who visited the blog via organic search were more likely to convert when they encountered a retargeting ad, leading to a 10% conversion boost.

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What's the AIDAR Recommendation in Marketing?

It is used to describe the steps a customer typically goes through in the buying process. Use AIDAR as a framework to build strategies at each stage of the customer journey, ensuring you not only attract and convert customers but also retain them for the long term.

01. Awareness:

The first step is making potential customers aware of your product or service. This can be achieved through various channels, including advertising, social media, content marketing, and SEO. The goal is to capture attention and make people aware of your brand's existence.

02. Interest:

After awareness is created, the next step is generating interest in your product. This is where you provide more information, such as product benefits, educational content, or engaging stories that resonate with your audience. The focus is on holding the attention of the potential customer.

03. Desire:

In this stage, the goal is to turn interest into desire. Marketing strategies here focus on emotional appeal, creating a connection with the audience. Demonstrating how your product can solve a problem or improve their lives builds the desire for the product.

04. Action:

This is where the customer is persuaded to take action, such as making a purchase, signing up, or contacting your sales team. Conversion tactics like special offers, clear calls-to-action, or simplified purchase processes are used to motivate the customer to act.

05. Retention:

The final stage is about retaining the customer and fostering loyalty. It includes efforts to provide excellent post-purchase service, regular communication, personalised offers, and engagement through loyalty programs. Retention focuses on building long-term relationships to encourage repeat purchases and advocacy.

Case Study: Evidence of Success with Dashboard-Based Analysis and Recommendations

Case Study Example: A SaaS company used Google Looker Studio to monitor cross-channel data, discovering that LinkedIn Ads, while costly, generated highly qualified leads. By reallocating budget from Facebook to LinkedIn and refining LinkedIn ad formats, they increased lead quality by 30% and reduced CPA by 15%.

Final Checklist for Recommendations

Recommendation Checklist Item	Description
Actionable Steps	List specific actions required, such as adjusting ad copy or increasing social spend.
Clear Benchmarks	Define expected improvements (e.g., 15% increase in email open rates).
Alignment with Goals	Confirm recommendations are aligned with marketing goals and measurable KPIs.
Timeline & Follow-Up	Set deadlines for implementation and a follow-up date to evaluate outcomes.
Potential Challenges	Identify and address potential obstacles, suggesting alternative approaches if needed.

Recommendation Checklist Item	Description
Testing & Optimisation	Include A/B testing and optimisation steps to validate and refine recommendations. A/B testing pertaining to budget reallocations and creative optimization on better performing ad channels.
Impact Evaluation	Define expected improvements (e.g., 15% increase in email open rates).

Summary of the Digital Marketing Strategy Learner Guide

The **Digital Marketing Strategy Learner Guide** is a comprehensive resource designed to equip business owners, marketers, and career seekers with the skills to develop, execute, and optimise a strategic digital marketing plan.

This guide covers essential topics, starting with an introduction to digital marketing strategy, followed by detailed steps for conducting a digital marketing audit, performing market research and competitor analysis, setting SMART KPIs, planning multi-channel campaigns, and using analytics to assess and enhance performance.

Each section includes practical steps, examples, templates, and expert tips for effective implementation, ensuring that learners can apply these strategies to achieve measurable outcomes.

The guide also incorporates visual aids such as flow charts and tables to streamline the learning process and includes insights on leveraging tools like Google Looker Studio, Google Analytics 4, and SEMrush for robust data-driven decision-making.

Equinet Academy Programmes for Business Owners & Career Seekers

Equinet Academy offers two key programmes to support business owners and individuals seeking a career in digital marketing:

TRANSFORM for Businesses Programme

The **TRANSFORM** programme is a digital marketing training and mentoring solution tailored for businesses aiming to empower their marketing teams. Through a structured framework, TRANSFORM provides in-depth, hands-on training across digital channels, combined with mentorship from industry experts. It focuses on delivering practical knowledge that enables businesses to develop, implement, and optimise digital marketing strategies effectively. The programme includes ongoing support, allowing participants to build on their digital marketing skills continually. Additionally, businesses can access government subsidies such as the Productivity Solutions Grant, making it a cost-effective investment in their teams' digital upskilling.

TRANSFORM for Businesses Programme

Digital Marketing Career Programme (DMCP)

The **Digital Marketing Career Programme** is tailored for career seekers looking to enter or advance in the digital marketing field. This programme includes industry-recognised WSQ course modules, real-world project assignments, and a capstone project to help participants build a comprehensive portfolio. It supports learners through mentorship, industry networking opportunities, and job placement assistance. Graduates are equipped to meet market demands with practical skills in content creation, social media management, SEO, and digital analytics. Whether aiming to secure a position or work as a freelance digital marketer, this programme provides the tools and knowledge to succeed in a rapidly evolving industry.

Digital Marketing Career Programme

Both programmes are designed to align with industry standards and provide substantial post-training support to ensure learners achieve tangible outcomes