

Structure and the process of creating a digital marketing strategy



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In this lesson, we will learn...

structure of a DMS. Also, we will learn what the process of creating a digital marketing strategy looks like.



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Once the topic is completed and approved, learners will be able to...

Create a digital marketing strategy.



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The structure of a digital marketing strategy

Start by defining a clear goal

Unique and deliverable value proposition.

Be different.

Be prepared to trade.

Customize what the company is doing right now, with where you want to be in the future.

Establish business continuity.



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What does the process of creating a digital marketing strategy look like?



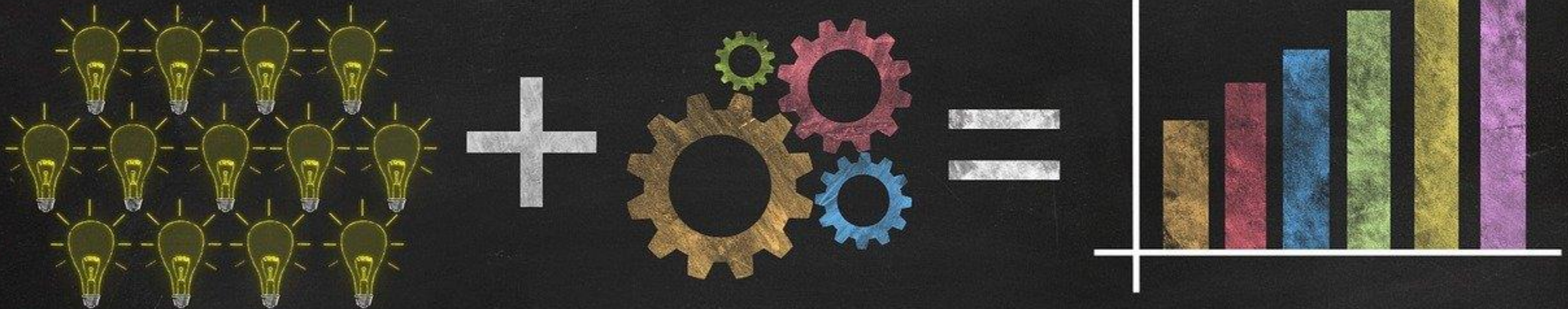
Source: Chaffey and Smith (2012), taken from the book Digital Marketing by Dave Chaffey & Fiona Ellis-Chadwick



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Conclusion



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CREDITS

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