



LESSON CONTENT TEMPLATE

 <p>Erasmus+</p>	<p>Project funded by: Erasmus+ / Key Action 2 - Cooperation for innovation and the exchange of good practices, Knowledge Alliances.</p>
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1. Lesson Document

Topic 9: “Digital Marketing Strategy”

Lesson 2

Structure and the process of creating a digital marketing strategy

Introduction

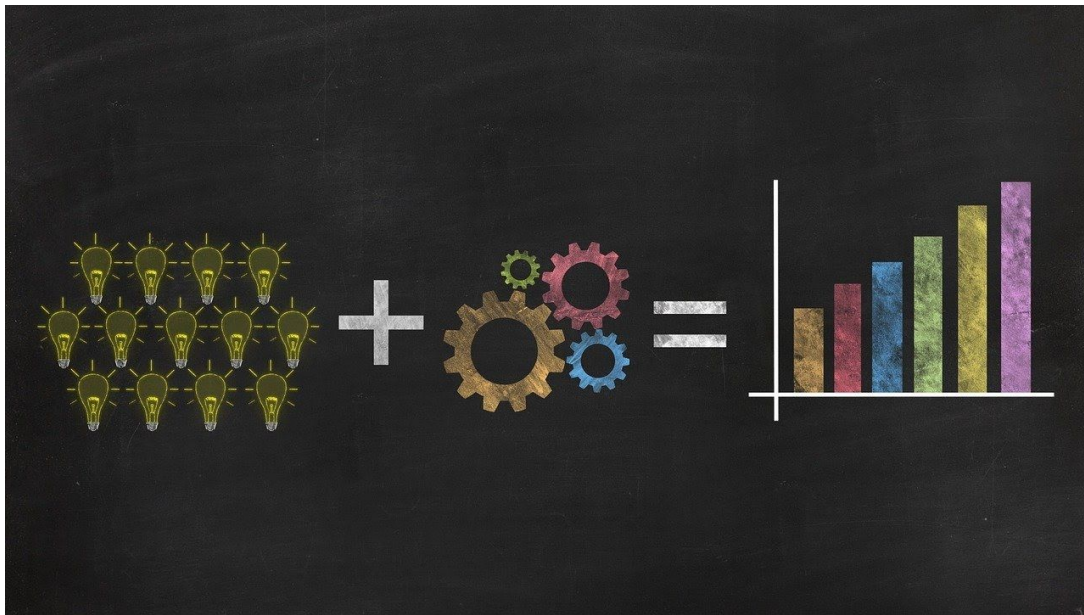
We have come to the last lesson when it comes to this course. In order for the strategy you have defined to achieve results, it must have a certain structure. There is also a process with its steps, which will help you create a digital marketing strategy. In this lesson, we will deal with just that.

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.

The structure of a digital marketing strategy

1. Start by defining a clear goal
2. Define a value proposition, which is unique and deliverable.
3. Stand out from the rest, be different.
4. Be prepared to trade. Customize your company's activities to outperform competitors.
5. Customize what the company is doing right now, with where you want to be in the future, and the resources available
6. It is very important to establish business continuity.



Resource: [Pixabay](https://www.pixabay.com/)

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

The elements of SOSTAC® planning are:

1. **Situation analysis** implies *'where are we now?'* Planning activities involved at this stage include performing a SWOT analysis and analyzing the different characters of the micro-environment including customers, competitors, and intermediaries. It also involves a review of the macro-environment.
2. **Objectives** indicate *'where do we want to be?'* This can combine a vision for digital channels, and also specific numerical objects for the digital channels such as predictions of sales volumes and cost savings.
3. **Strategy** indicates *'how do we get there?'*
4. **Tactics** describe the usage of tactical digital communications tools. This includes specific details of the marketing mix, CRM, digital experience, and digital communications
5. **Actions** point to action plans, change management, and project management skills.

6. **Control** takes a look at the use of management information including web analytics to assess whether strategic and tactical objectives are achieved and how improvements can be made to improve results further.

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

Conclusions

Now that you have learned what the process of creating a digital marketing strategy looks like, the end of this course has come. It is now up to you to create a strategy that will help you achieve all your goals for contributing to sales on digital channels.