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5-Step Digital Marketing Strategy Guide

How to Develop and Implement an Effective Digital Marketing Strategy in 5 Steps

This e-book is designed to give you a strong understanding of **5 important digital marketing strategies** available today and how to apply them in a digital marketing plan. **This book is broken down into 2 parts:**

Part 1, An Insight into 5 in-demand Digital Marketing Strategies, is a useful guide on the technical aspects of the most useful digital strategies covered and how marketers can implement these in their own business.

Part 1 of this e-book will:

- **Give you an overview of 5 important digital marketing strategies and how they are developed and implemented.**
- **Provide actionable digital marketing tips that you can implement right away.**
- **Provide real-life digital marketing examples that you can learn from.**

Part 2, The Recipe for a Winning Digital Marketing Strategy, dives into the 5-step digital marketing strategy process, to give you a firm understanding of how to develop a winning digital marketing strategy.

Part 2 of this e-book will:

Break down the entire digital marketing strategy planning process into 5 easy-to-follow parts.

Provide you with real-life case studies to better illustrate how each step may be executed.

Provide you with a firm understanding of how you may create your own digital marketing strategy plan using the 5 digital marketing strategies you learnt from part 1.

By reading both parts of this e-book, you will understand how to develop your own digital marketing strategy and know which strategies to include in your digital marketing mix to get the best results for your goals.

New to Digital Marketing?

1-Day Digital Marketing Essentials Course

Dive into real world use cases of various digital marketing channels and develop an essential digital marketing plan for your business in this 1-day hands-on digital marketing course.

Learn the Fundamentals of Digital Marketing Hands-on in a Day >

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Contents

Part 1: An Insight into 5 in-demand Digital Marketing Strategies

1. What is Digital Marketing? 4
2. Digital Marketing Strategies 5
   - A. Search Engine Optimisation (SEO Strategy) 6
   - B. Social Media Marketing (SMM) Strategy 10
   - C. Digital Advertising (DA) Strategy 13
   - D. Content Marketing Strategy (CMS) 17
   - E. Email Marketing Strategy 20

Part 2: The Recipe for a Winning Digital Marketing Strategy

3. The Digital Marketing Strategy Process 25
   - A. Step 1: Define KPIs 26
   - B. Step 2: Analyse 33
   - C. Step 3: Develop 41
   - D. Step 4: Implement 47
   - E. Step 5: Evaluate and Optimise 61
4. Start your Digital Marketing Journey at Equinet Today 64

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PART 1

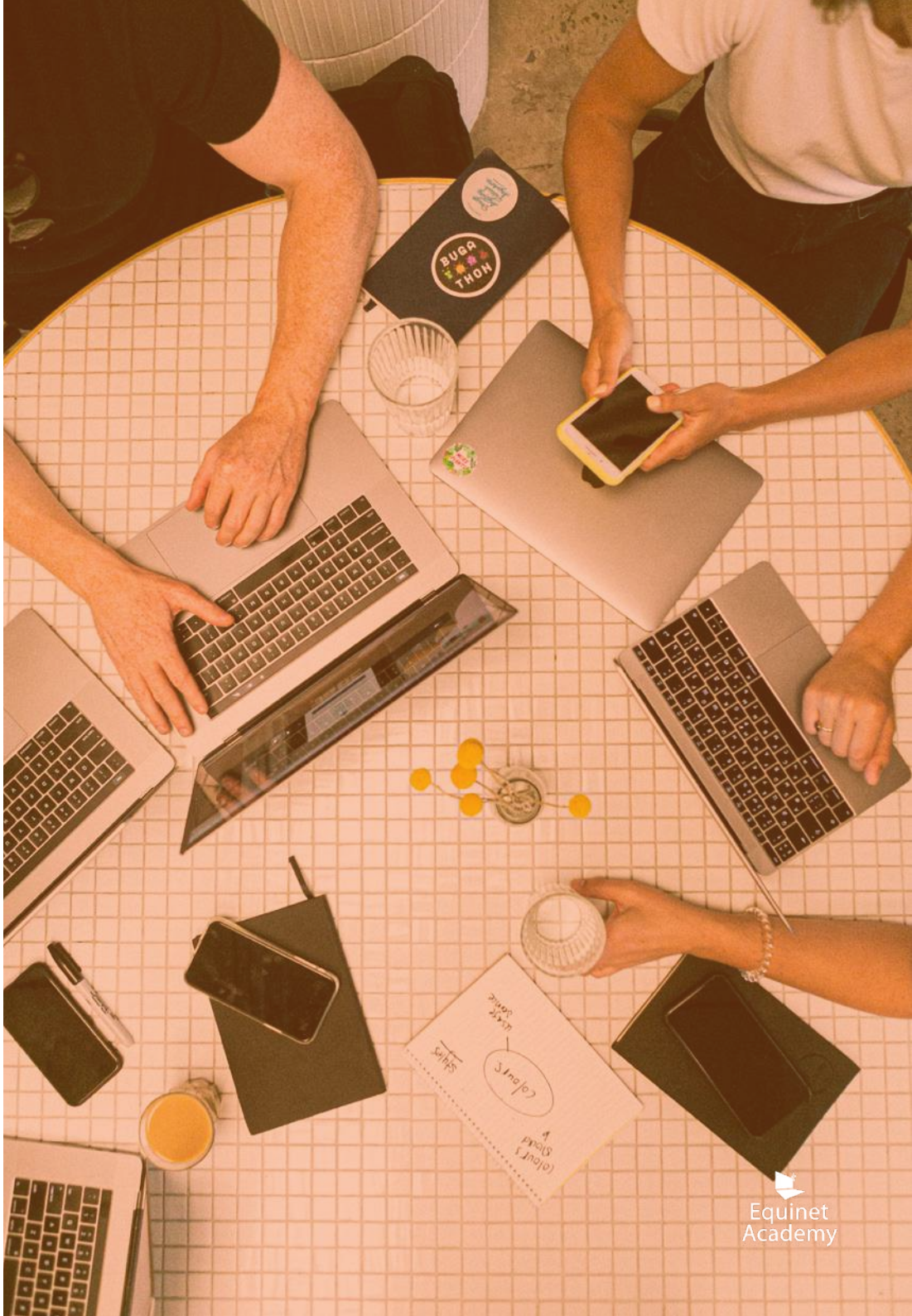
An Insight into 5 in-demand Digital Marketing Strategies

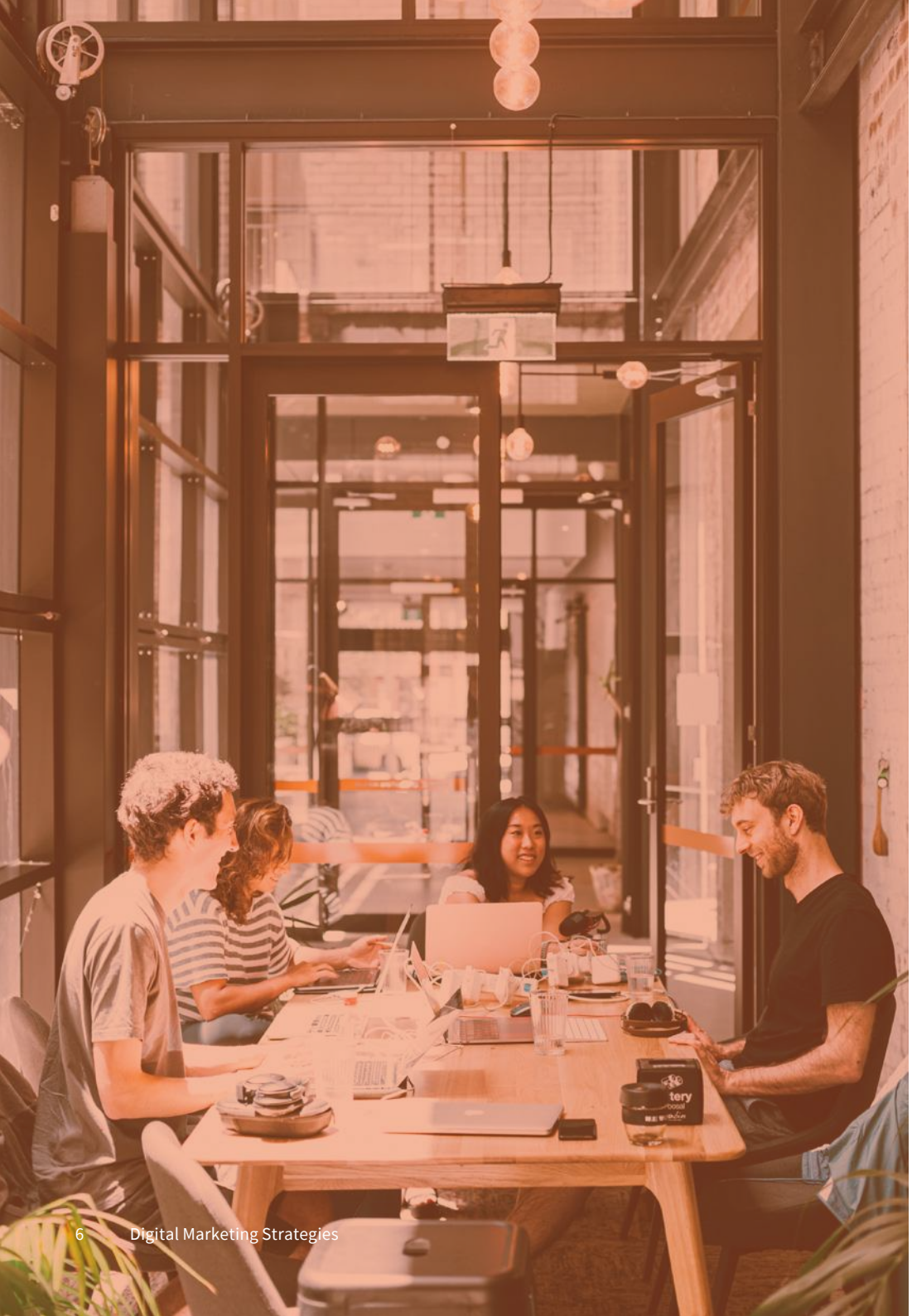
Part 1 looks at the technical aspects of the 5 digital marketing strategies covered and gives you a firm understanding of what each strategy entails.

1. What is Digital Marketing?

Before we deep-dive into the specifics of digital marketing, let's set the tone by a simple definition of the term. Digital Marketing is the marketing of products or services using digital technologies via the internet, social media, mobile phones, or any other digital medium.

Digital marketing is different from traditional marketing in that it is heavily data-driven. Thanks to the internet and technology, digital marketers today can collect and analyse data about almost anything — from customer behaviour to user engagements. This allows digital marketing content to become highly personalised towards a clearly defined audience. The result? Better engagement and results overall.





2. Digital Marketing Strategies

Digital marketing also encompasses a variety of marketing strategies, among which are:

A. Search Engine Optimisation (SEO) Strategy
B. Social Media Marketing (SMM) Strategy
C. Digital Advertising (DA) Strategy
D. Content Marketing Strategy (CMS)
E. Email Marketing Strategy

Later, you might wish to refer to digital marketing and digital marketing strategy which is a quick read with real-life examples, helping readers gain a deeper foundation of the subject.

Now, let's dive into the first digital marketing strategy on our list – **SEO.**

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A. Search Engine Optimisation (SEO) Strategy

What is SEO?

SEO is the practice of increasing a website's visibility on the organic search engine results pages. So, what's the first step towards enhancing a website's visibility? It is making the website rich in content that the audience comes looking for on your website.

In essence, SEO is a long-term strategy for businesses, which is heavily dependent on content that is informative, unique and search engine friendly (keyword oriented). Content that generates more mentions, shares, and backlinks for the brand correlates with higher organic traffic since it will rank for gradually more and more keywords over a long period.

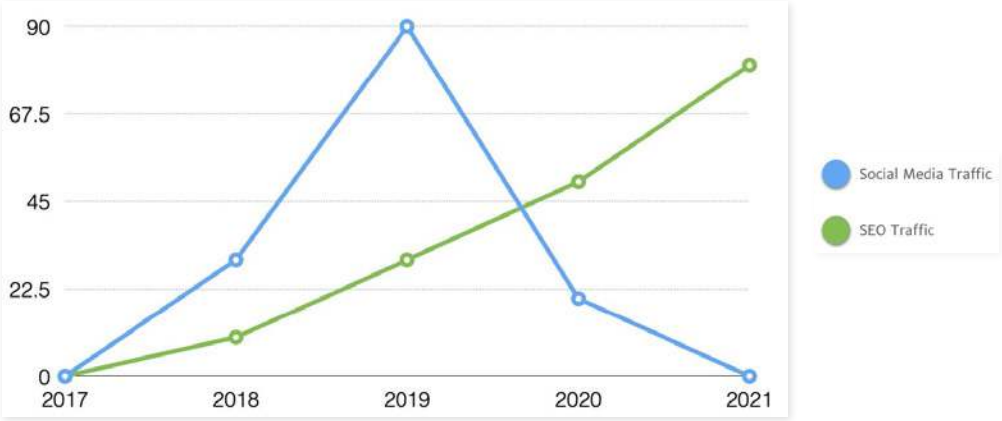

Fig 1.1 A look at how SEO-driven traffic continues to increase over a long period of time, even when social media traffic decreases.

"But why invest in creating SEO-friendly content if the results only come in the long-run?" Well, since SEO clicks are free, a solid content marketing and SEO strategy will **lower Cost Per Acquisition (CPA) over time**, resulting in **higher ROI in the long run**. Take a look at this comparison between SEO and Search Engine Marketing (SEM), which is basically when you pay to increase your search engine visibility.

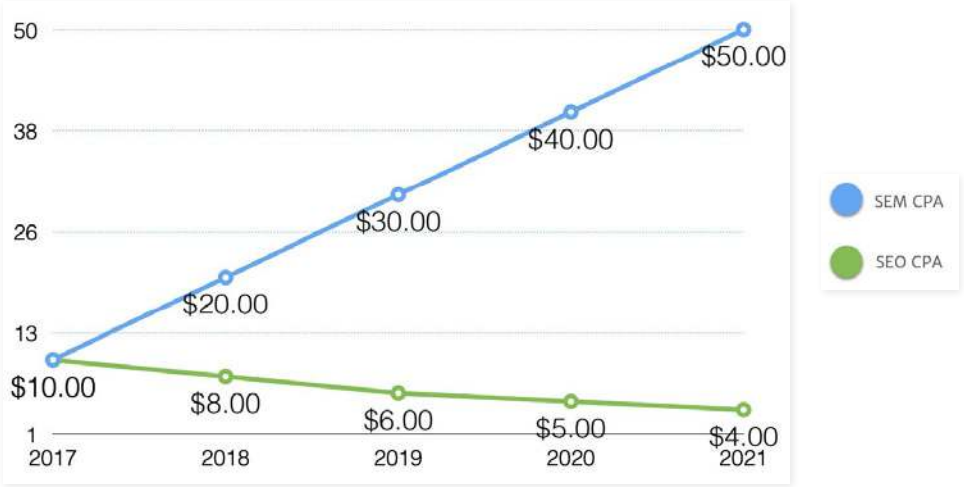

Fig 1.2 A look at how SEO decreases the cost per action (CPA) in the long-run.

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This comparison of course isn't to undermine the role of SEM (which has its time and place), it's just to illustrate the benefits of investing in a good SEO strategy.

The diagram *(Fig 2)* might help illustrate SEO's place on a search page better. The paid section is where SEM content would reside, although only till the budget runs out, while SEO would be where the free content resides. It may remain there as long as keywords are being updated to stay relevant on search engines.

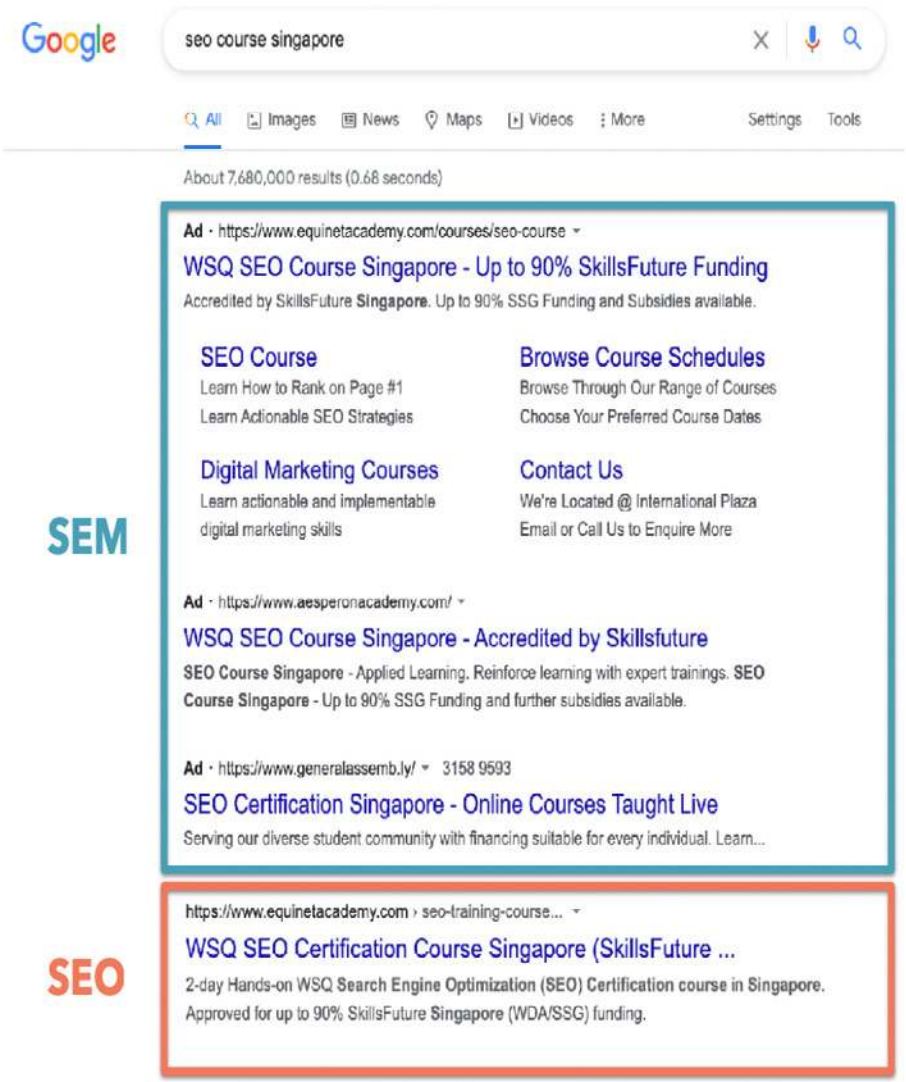

Fig 2 SEM is where the 'paid' content would be, and SEO is where the 'free' content lies.

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Here are some advantages of using SEO:

Advantage	Here's Why
Positions your brand as the authority in your industry.	Ranking prominently for multiple search terms across the consumer buying journey establishes brand authority and puts your brand at the forefront of consumers' minds.
Drives brand awareness and visibility.	Websites ranking on the first page of the search results enjoy great visibility and brand awareness.
Long-term return on investment.	Search engine optimisation activities may take a while to produce returns. However, the results (i.e. ranking on the top of Google) bring continual return on investment in the long run.
Boosts your content marketing efforts.	Search engine optimisation campaigns complement your content marketing efforts by optimising content (e.g. blog posts, articles, listicles etc.) to rank better on search engines.
Higher traffic share compared to the paid search results.	In some categories, the click through rate of the first webpage on the organic search results can be as high as 94.95%.
Generates highly relevant and high quality traffic.	Users who search and click through your site are actively looking for information and are more likely to engage and convert to customers.

And some constraints:

Constraints	Here's Why
Competitive.	Since organic search costs nothing, competition can get very steep and achieving top rankings can take a long time and get very costly.
Technical expertise required.	Organisations may not have the required technical expertise in-house and have to hire SEOs or outsource technical SEO implementation to a third party.
Delayed results.	Rank jumps typically take an average of 10 weeks to 6 months, but it can also take a few years to rank on the top of Google for highly competitive keywords.
Dependent on content marketing strategy for long-term maintenance.	One of the main ranking factors is the off-page link acquisition rate, which depends on how well a content marketing strategy is executed.
Costly to implement and maintain.	Depending on how large the website is, technical expertise can cost quite a bit in order to optimise the website on a large scale. The more competitive an industry is, the larger the scale of content marketing and online PR activities are required and the higher the costs involved to continuously run these campaigns.

If you're interested in finding out about what keyword tools to use in your SEO strategy, or what SEO KPIs to track to know if you're on the right path, these couple of articles would do you good:

1. **Learn SEO Tutorial: Step-by-Step SEO Guide For Beginners**
2. **10 Best Keyword Research Tools For Your SEO and Content Marketing Efforts**
3. **Top 12 SEO KPIs You Need To Track**

SEO is crucial to a successful digital marketing strategy, and to get it right, you need to do more than simply read about concepts. The best way to learn it the right way is to get hands-on training by being a part of a short-term course. Here is a course that gives you the essential information with actionable steps to successfully implement a SEO strategy.

Other Recommended courses to excel in SEO:

- **WSQ SEO course**
- **Advanced SEO course**
- **Copywriting and Content Writing**

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B. Social Media Marketing (SMM) Strategy

What is Social Media Marketing?

Social media marketing (SMM) is a type of internet marketing that leverages the power of social networking sites to be used as a marketing tool. The intent is to craft content that users of the social media sites will share with their network, which will result in **increased brand exposure** and a **wider customer** reach for companies. The benefits of leveraging SMM are vast. In social media marketing, it's important to mix and match your content types.

Some key content types you can post on your social media channels include:

1. TEXT POSTS
which are great for storytelling. Limit a text post to 1,300 characters and keep paragraphs to a line each. Don't be afraid to use emojis as well.

2. PHOTOS
which are a good medium to showcase relationships. A selfie/wefie at work, a quote or an infographic can work well.

3. VIDEOS
which are good for sharing tips, building thought leadership and for starting a YouTube channel to increase your reach. It's important to include text/subtitles in your videos as well.

4. DOCUMENTS
which are good for thought leadership and long-form content.

5. ARTICLES
which usually take the form of a full blog post and are great for trending topics and creating SEO-friendly content.

The type of content you decide to produce would depend on the medium, i.e. which social media channel it's going on.

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Some key social media channels include:

Facebook

Instagram

LinkedIn

Youtube

Tik Tok

Which of these channels you choose to adopt in your SMM strategy would heavily depend on your customer base. Here's a quick look at the audience profiles in 5 of the most popular social media channels today:

1. Facebook

The audience demographics are wide; mostly people from the ages of 25 to 44, followed by 44 to 54. Facebook generally has a more mature audience. B2C consumer brands and B2B SMEs and start-ups would benefit using this platform.

2. Instagram

71% of users are below the age of 35 and there are slightly more females than males. Mostly consumer B2C brands and limited B2B industries would benefit from using this platform.

3. LinkedIn

The audience on this platform consists mainly of CEOs and senior leaders, with more PMETs. Users are seeking learning and networking opportunities. Both B2B and B2C industries would benefit from using this platform.

4. YouTube

The audience demographic is wide with children, young adults, adults and the elderly all using this platform. There are many different channels which cater to each age group and interest. Almost all industries are represented on YouTube and both B2B and B2C businesses will benefit using this platform.

5. TikTok

This platform's audience profile is the youngest, with mostly youths and young adults on it. B2C consumer brands would benefit using this platform.

There's also the consideration of what the best time is to capture your audience. After all, their social media feeds are being bombarded with content 24/7. Here's a look at the best time to post for the five social media channels named earlier:

1. Facebook

For Facebook posts, weekday evenings at 6pm and 9pm work best. The frequency of posts should be 1 to 3 times a week, stories once a day and live once a week as a TV channel.

2. Instagram

Posts here work well on weekends, at 12pm, 3pm and 6pm. The frequency of posts range from thrice weekly to daily, Stories 2 to 3 times a day and IGTV weekly.

3. LinkedIn

The audience on this platform consists mainly of CEOs and senior leaders, with more PMETs. Users are seeking learning and networking opportunities. Both B2B and B2C industries would benefit from using this platform.

4. YouTube

Videos should be uploaded weekly to monthly and the best time to do so is at 9pm. The timing depends heavily on your audiences, especially subscribers.

5. TikTok

To grow your channel, posting multiple times a day is essential. The best times to do so are between 7am-11am and 6pm-10pm. The minimum rate you should be posting is once every 2 days.

You also would have to understand your **audience's goals**, what **tone and styles** to use on each platform as well as what **visuals**, **designs** and **copywriting** techniques to use to optimise each social networking platform to achieve the results you want.

Before you begin posting, you'll also need:

1. A social media marketing plan.

2. A social media content calendar to plan your posts strategically.

3. To know the social media metrics you'll utilise to craft your SMM KPIs.

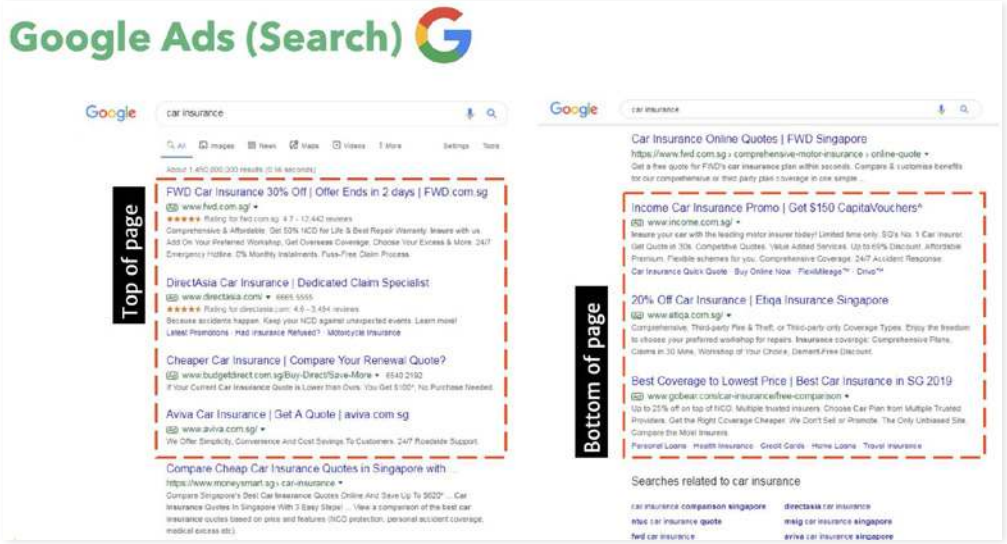
4. The right social media analytics tools you'll use to measure your SMM KPIs.

Managing a social media marketing strategy from end-to-end can be pretty daunting. If you really want to see results, then you can consider joining our tailored course that offers a step-by-step guide to implement SMM.

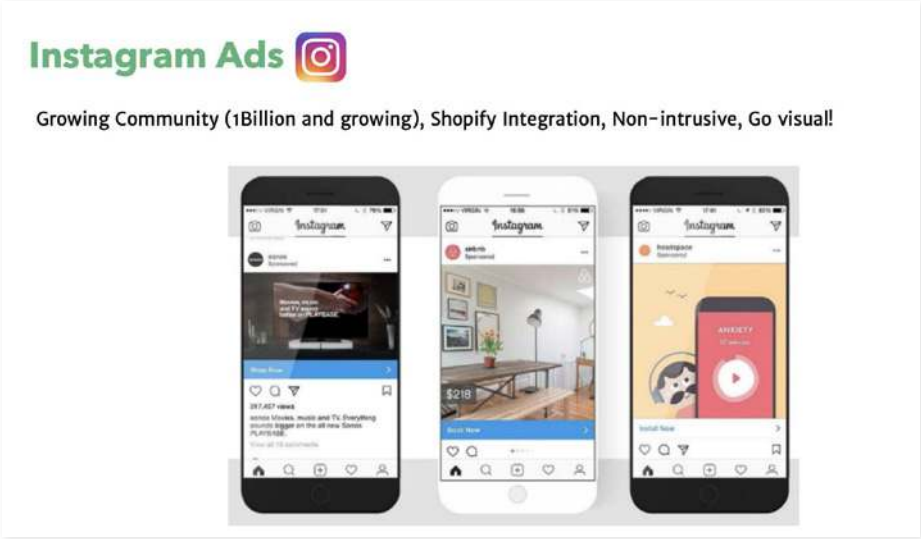
C. Digital Advertising (DA) Strategy

What is Digital Advertising (DA)?

Much like digital marketing, digital advertising relies heavily on data. This allows marketers to create digital ads that are far more streamlined, thereby targeting the right customers in each stage of the buying funnel while successfully transferring them to the next stage. With the data available, campaign performance can be tracked in real-time, and information about the people interacting with the digital ad is readily available. Platforms where digital ads may appear on include:



Google (search) ads.



Instagram ads.

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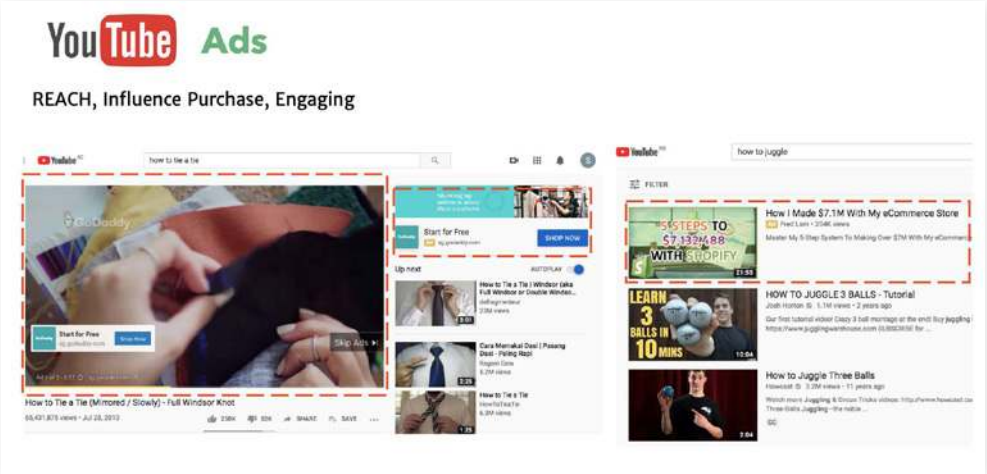
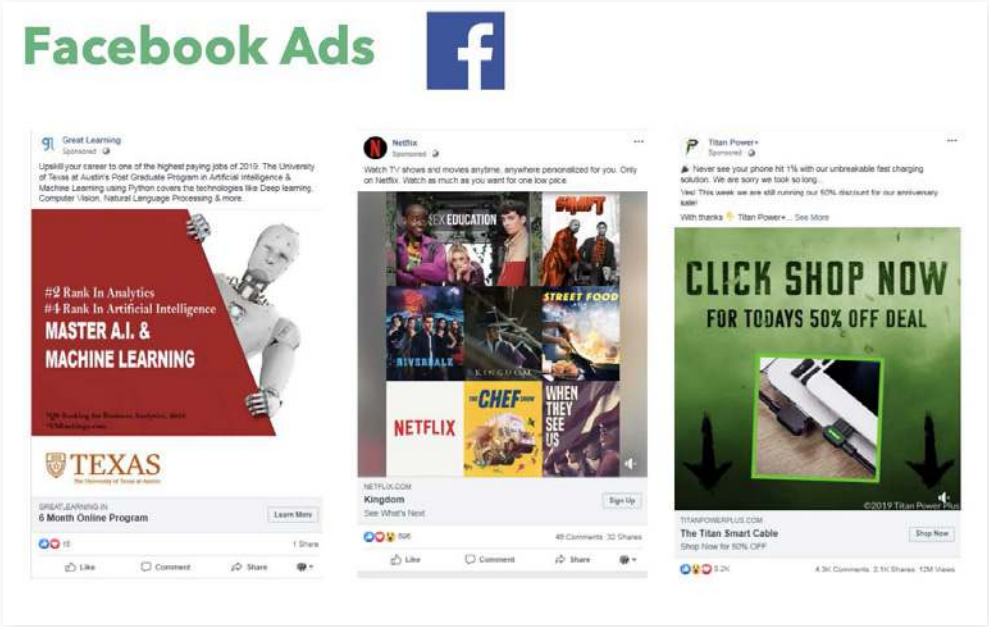
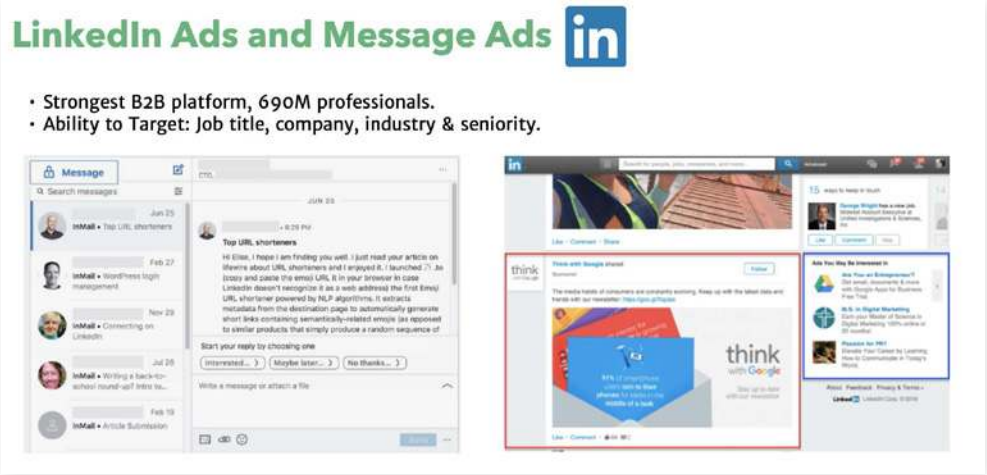


Youtube ads.



Facebook ads.



LinkedIn ads and Message ads.

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In the realm of digital advertising, you might be wondering how all these 'ad spaces' are being bought.

While traditional advertising would typically require a Media Planner to execute the purchases via the 'human touch', programmatic advertising shortens the process drastically, through the use of software to purchase digital display spaces.

While there is still a fair share of manual work (ad tags, orders etc) that goes into the process, the increased efficiency allows for digital advertisers to allocate more time to improving and optimising their ads instead.

The Facebook ads you see while scrolling through your feed during your lunch break, the product ads you see when searching for a new pair of earbuds on the Google Search Engine and the display ads that follow you across devices when you have yet to complete a checkout action for the earbuds in your cart on an online store are all managed via the programmatic ad process.

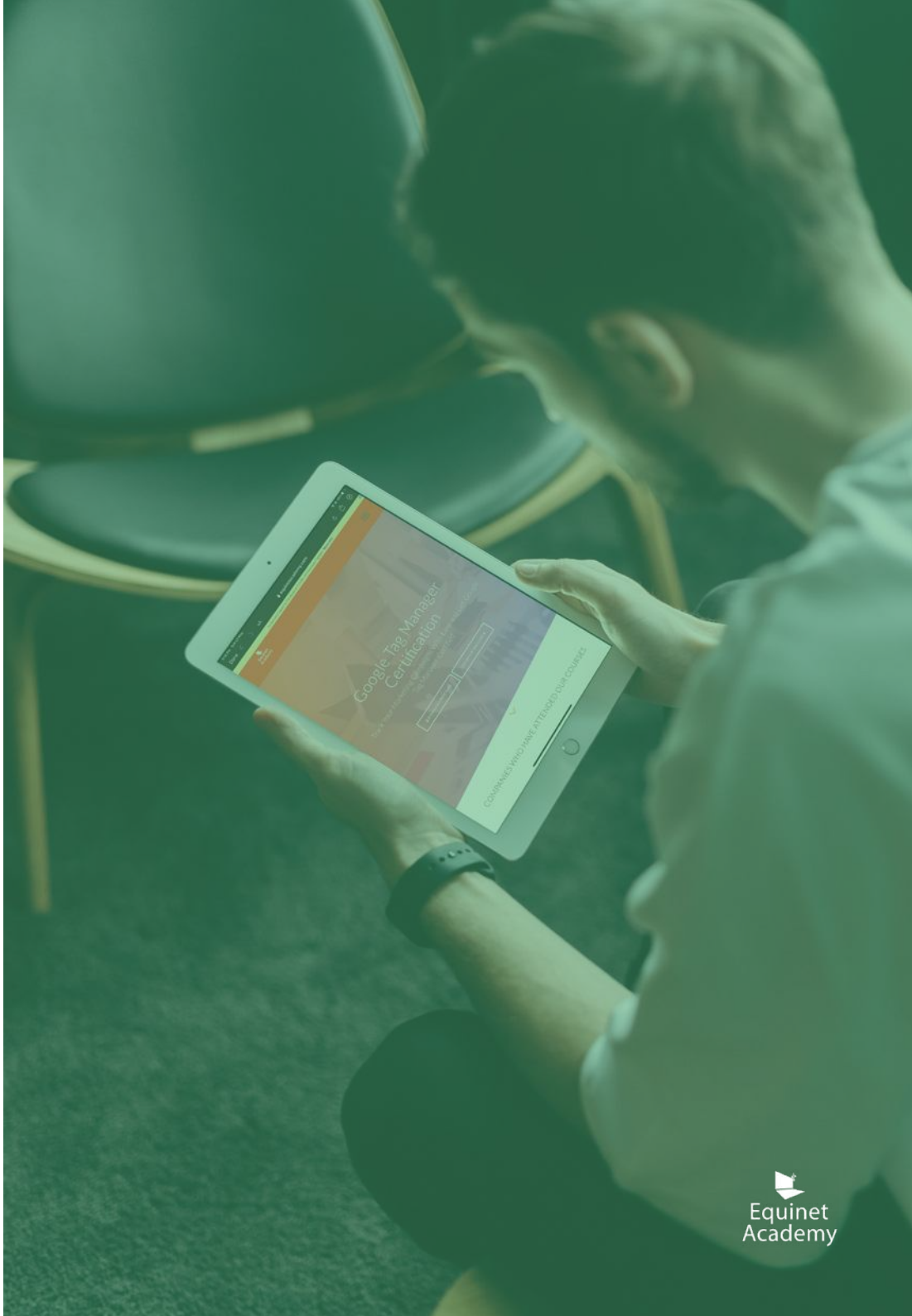
Also, if you wish to better understand the importance of the power of advertising, and why you should advertise, this article is a must read.

It's crucial you understand the **targeting options** on these ad platforms, so that you can allocate the **right ads** to the **right demographics** and ultimately, maintain budget discipline. If you're curious about the cost of advertising on a platform like, say, Facebook, dive into this article.

Besides understanding and utilising these ad platforms well, it's also important to do things like spy on your competitor's Facebook ads (here's how) so that you can understand how to better improve yours, or understand the fundamentals like pay-per-click (PPC) advertising.

Oh, and remember the term SEM that was briefly mentioned above (under SEO Strategy)? It's a part of digital advertising strategy – here's a deeper look into what it is all about.

Of course, the information in this e-book only skims the surface of what goes into digital advertising strategy. If this is a skill you require to level-up your business or career, our WSQ Digital Advertising Course will equip you with knowledge on how to develop and run successful digital advertising campaigns by using a very detailed 5-step digital advertising framework. Or perhaps, you might consider attending our WSQ Google Ads (SEM) and WSQ Facebook Marketing and Advertising courses to dive deeper into specific digital advertising platforms.



D. What is Content Marketing?

What is Content Marketing?

According to the Content Marketing Institute, “Content marketing is a strategic marketing approach focused on **creating** and **distributing valuable**, **relevant**, and **consistent** content to attract and retain a clearly defined audience – and, ultimately, to drive profitable customer action.” If we were to contrast content marketing against traditional marketing: “Traditional marketing is **telling** the world you’re a rock star. Content marketing is **showing** the world you are one,” Robert Rose, Content Marketing Strategist.

Content marketing is integral to any digital marketing strategy. In the grand scheme of a digital marketing campaign, this is the role, or Job Description, if you will, of content marketing:

“Content marketing uses creative and original content for the purpose of generating brand awareness, traffic growth, lead generation and targeting customers.”

You can say that content is integral to or the central nervous system of digital marketing. In short, content is king, and it drives the success of all other digital marketing strategies.

If an organisation doesn’t integrate the different content it puts out and makes sure they are aligned with the overall branding, the results can be disastrous – it’s imperative that the “bigger picture” is looked at when creating content.

Silo efforts targeted at individual channels are not only inefficient. The message to the audience is **fragmented** with **inconsistent branding**.

At the organization level, there are **duplicity and fragmentation** across departments in content creation.

These efforts fundamentally don’t align with the realities of today’s **integrated customer experience** which results in **low engagement and advocacy**.

The danger of not integrating content marketing efforts with the overall branding of a company.

Unfortunately, most marketers lack the know-how when it comes to content marketing.

82%
don't know how to attribute ROI to content marketing

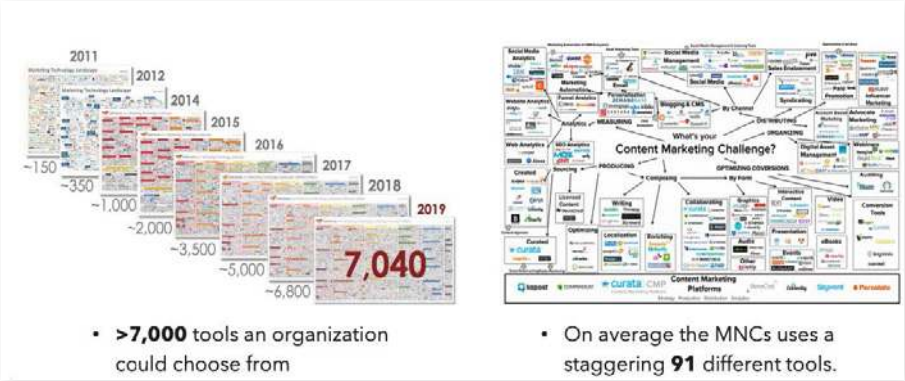
65%
find it a challenge to produce engaging content

60%
say they can't product content consistently

And for good reason; there's an overload of content out there, and it's easy for marketers to get overwhelmed when deciding what content to post and where.

There's a digital overload going on and it's only increasing with time.

There's no shortage of tools marketers can use to create content for their content marketing efforts. Just take a look:



- **>7,000** tools an organization could choose from
- On average the MNCs uses a staggering **91** different tools.

Content marketing tools out there.

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Knowing the types of digital content that you can use for your next content marketing campaign, deciding which strategic approaches you should take, understanding how to tap into emotions to create compelling content, or simply understanding how to trend-jack to capitalise relevant topics are all keys to unlocking a cohesive, long-term content marketing strategy that works.

You might be wondering where to start

We've crafted a WSQ Content Marketing Strategy (CMS) course that will give you the A-Z on this vital aspect of digital marketing.

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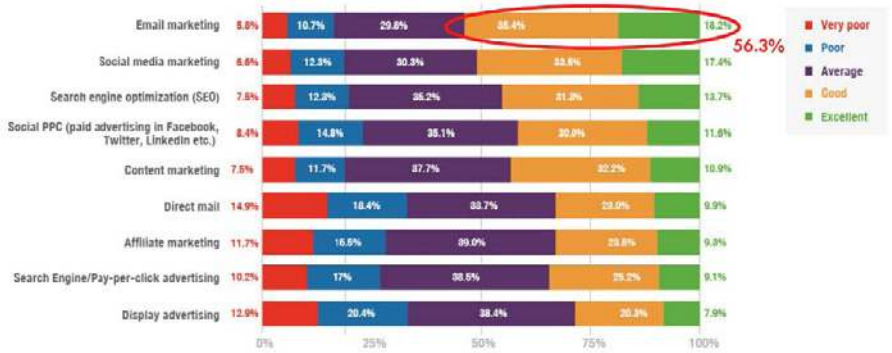
E. What is Email Marketing?

What is Email Marketing?

Email marketing comprises sending emails and building relationships with potential and existing customers. One of its primary roles is to convert potential customers into existing customers and turn first-time customers into long-term, recurring ones.

Email marketing is probably one of the oldest forms of marketing on this list, and one that is effective as well.



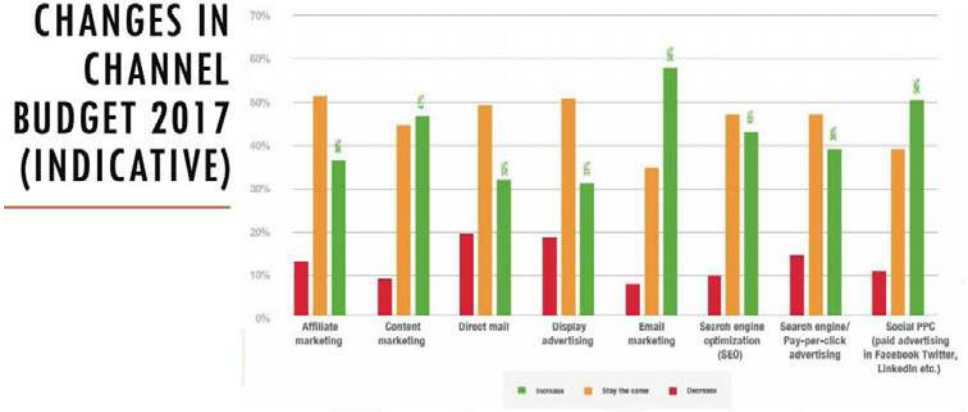
Content marketing tools out there.

Why does email marketing remain so popular?

Email is **one of the earliest digital marketing tools** and it remains popular because it's easy to get started by building a list using **inbound marketing** and then commnunicating with your subscribers using **auto-responders, welcome emails, and e-newsletter.**

Why email marketing stands the test of time.

Digital marketing budgets are testament enough. Here's how email marketing compares to its counterparts, budget-wise, in the digital marketing toolkit.



Email marketing budgets have been increasing.

This is because marketers understand the advantages of email marketing. These advantages include providing value, being measurable, providing a wealth of information to audiences at scale, being easily repeatable when done systematically therefore making it sustainable and finally, results from email marketing campaigns are easily trackable so they are easy to optimise.

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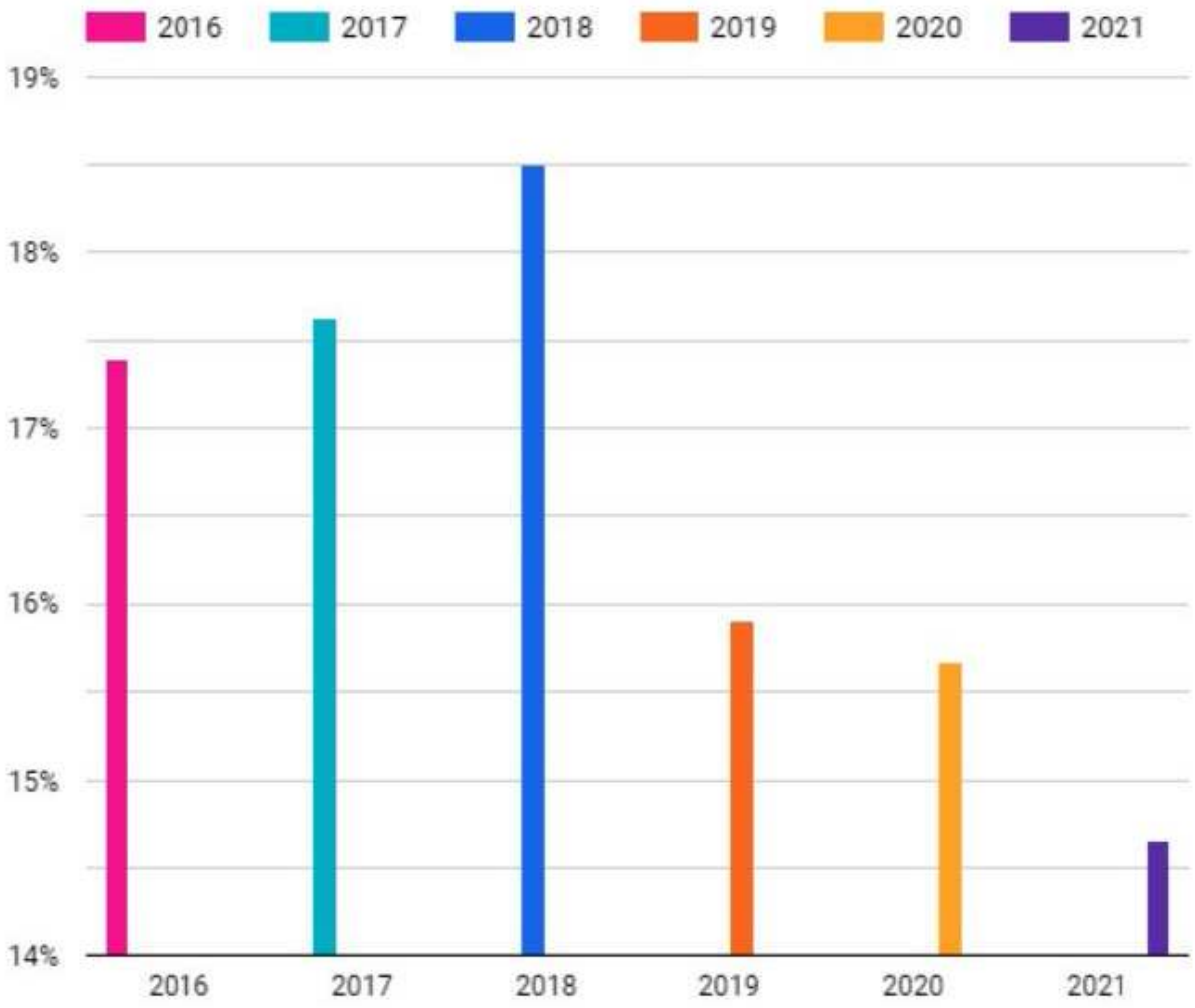
According to Barilliance, the e-commerce personalisation company, this is what the average email conversion rates (CR) over time looks like:



The average Email conversion rates (CR) statistics over time, according to Barilliance.

What's more, according to Custora Pulse, a retail growth benchmarking company, email marketing accounted for 19.8% of all transactions.

There's no wonder digital marketers are putting aside a good portion of their budgets to invest into email marketing.

If you want to sharpen your knowledge and skills in email marketing to:

1. Uncover powerful email marketing automation and lead nurturing strategies
2. Understand the technical features and capabilities of email marketing automation software
3. Learn how to develop a streamlined customer lifecycle
4. And generate leads and lead nuturing campaigns to increase marketing productivity and revenue, consider taking our Email Marketing Course.

In the meantime, here are 20 types of email marketing subject titles that can improve your click through rates to get you started right away.

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This brings us to the end of part 1 of 2 of How to Develop and Implement a Digital Marketing Strategy: A 2-part e-book Designed to Optimise Your Digital Marketing Approach.

Check out part 2 for a deep-dive into the 5-step digital marketing strategy process.

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Part 2
The Recipe for a Winning Digital Marketing Strategy

Part 2 dives into the **5-step digital marketing strategy process**, to give you a firm understanding of how to develop a winning digital marketing strategy.

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The Digital Marketing Strategy Process

Part 1 of Digital Marketing e-book gave you an overview of 5 key digital marketing strategies available. Now let's take a look at how we can implement them in a digital marketing plan.

This process of development and implementation encompasses 5 key steps.

1. **Defining** marketing objectives to identify **KPIs**
2. Understanding customers, the market and the digital landscape (i.e. **Analysis**)
3. **Developing** a strategic plan
4. **Implementing** the strategic plan
5. **Evaluating** the results and **making adjustments** where needed

Here's a visual representation for better illustration:

The 5-step digital marketing to business process.

Each step will be explained in detail along with real-life examples so that the readers can relate the information to a real business scenario.

Step 1: Defining Marketing Objectives to Identify KPIs

How do we define KPIs?

Before diving into KPIs on a specific marketing tactic, it's important to first look at the broader scope and clearly define the **digital marketing objectives** which will then set the direction for the KPIs and metrics for measuring results.

The broad digital marketing objectives are:

1. Amplifying brand awareness
2. Generating Interest
3. Lead generation
4. Increasing sales

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Once digital marketing objectives have been set, then it's time to whittle down to KPIs, which are more specific and follow S.M.A.R.T goals.

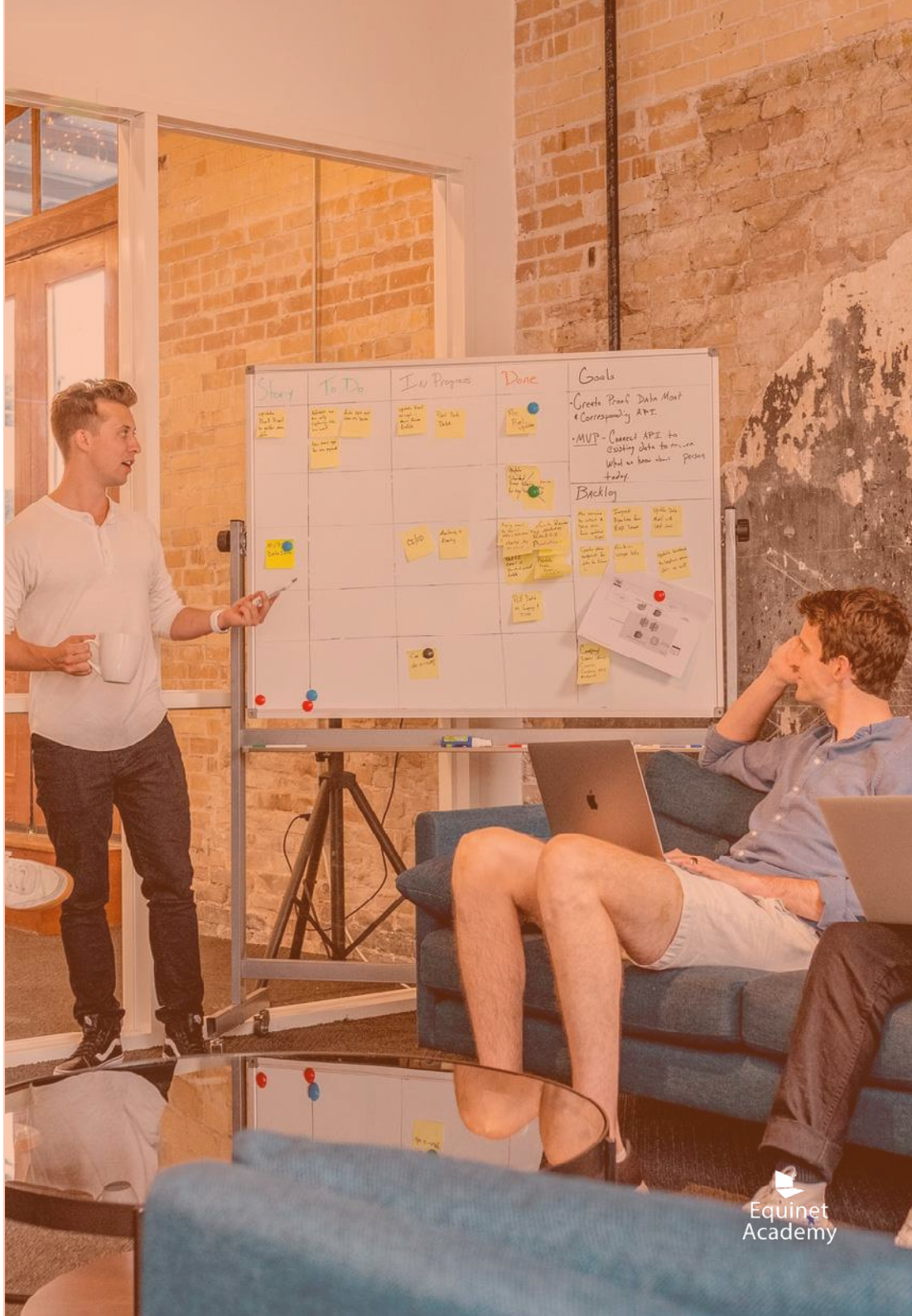
S - Specific
Goals need to be narrow in order to easily communicate and comprehend what needs to be achieved.

M - Measurable
Measurable goals allow for reviews to decide whether or not a goal has been reached.

A - Attainable
It's crucial to set reasonable and realistic targets so that your team doesn't lose motivation if they fail to achieve them.

R - Relevant
KPIs should be aligned with the broader business objectives in order to have a proper positive impact on the overall performance of the organisation.

T - Time-bound
Goal setting has to follow a strict timeline in order to make sure teammates are moving quickly and have motivation to achieve the goal in a timely manner.



Let's take a look at an example of what a KPI template will look like based on some of **Equinet Academy's digital marketing objectives**:

Marketing Objectives	SMART KPIs
Become an authority content hub	• 26-39 blog post articles per year per Marketing Executive within 4 days or 32 hours per article • Outsource, manage, and edit 26 - 39 articles per year per marketing executive at the cost cap of $750 per article • Conduct a full-scale content audit once every 3 months measuring metrics such as avg. time spent on page, social share count, bounce rate and backlinks
Increase brand awareness and visibility through social media, digital advertising and search engines (Awareness)	**SEO:** Increase average Google organic search ranking platform from 39.3 to 25.0 by July 2020 Increase total Google organic search impressions from 1.5 million to 2 million by July 2020 Increase average Google organic search click through rate from 1.2% to 2% by July 2020 Increase total sessions from Google organic search from 79,801 to 150,000 by July 2020 Increase referring domains from 290 - 350 by July 2020

SMM:

Increase total sessions from social channel grouping from 4,782 to 9,000 by July 2020

Achieve 99% response rate for social media comments addressed to The Training Organisation across various social media platforms

Facebook Page:

Increase company Facebook page likes from 1,271 to 2,000 by July 2020

At least 1 post every week on the company Facebook page

LinkedIn Page:

Increase company LinkedIn page followers from 210 to 1,000 by July 2020

At least 1 post every week on the company LinkedIn page

YouTube Channel:

At least 1 video every month on the company YouTube channel

Generate 10,000 total YouTube channel views by July 2020

Achieve 250 total YouTube subscribers by July 2020

Digital Advertising:

Increase overall Google Display viewable impressions from 2,363,885 to 4,000,000 by July 2020

Decrease average viewable CPM from $2.54 to $2.00 (Google Display)

Increase total Facebook Ads reach from 226,476 people to 500,000 and impressions from 1,388,621 to 2,500,000 by July 2020 (Lifetime data range)

Example of Equinet Academy's digital marketing KPIs based on digital marketing objectives.

Equinet Academy

Now that you have an idea on how to set KPIs based on specific marketing objectives, why don't you **use this template to craft some of your own**, based on your marketing objectives:

Marketing Objectives	SMART KPIs

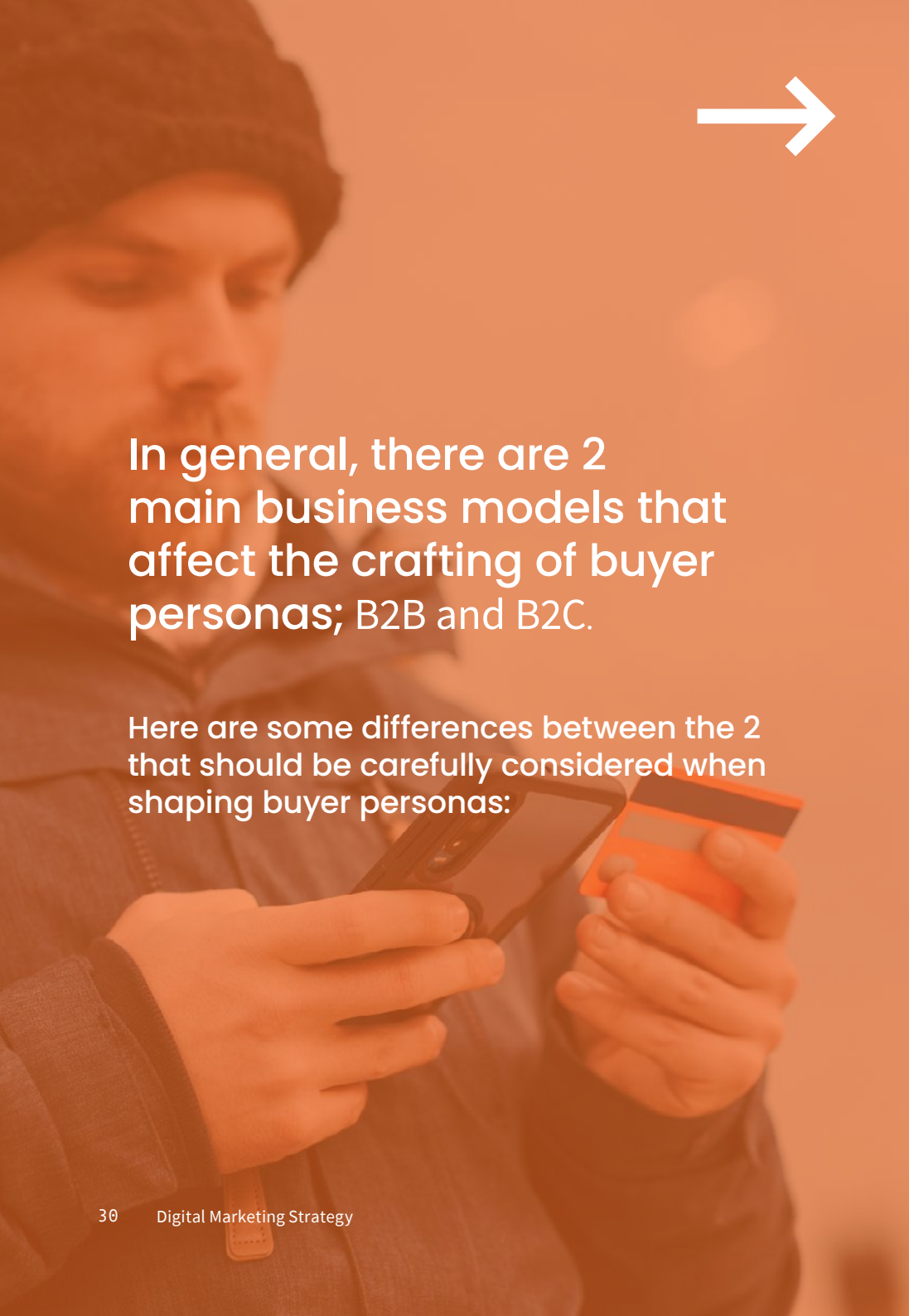
Use this table as a template to craft your digital marketing objectives and related KPIs.

Another overarching exercise that marketers need to accomplish in order to get their KPIs right is to develop detailed buyer personas or identify the target audience in broad segments.

What are buyer personas?

Buyer personas are digital profiles of your customers. These digital profiles are developed based on your own business and industry, by using extensive demographic data from tools like **Google Analytics** and **Facebook Audience Insights**.

It is crucial that your buyer persona is created based on a collective of characteristics (desires, goals and challenges etc.) from a **group of people** rather than just an individual customer in order to make it as accurate as possible.



In general, there are 2 main business models that affect the crafting of buyer personas; B2B and B2C.

Here are some differences between the 2 that should be carefully considered when shaping buyer personas:

B2B VS B2C

In B2B marketing, marketers can **use industry jargon to great effect**. The purchase process tends to be more logically and rationally driven, and clients **look for expertise and efficiency** (budgets and productivity). Hence, lengthy and often technical content is utilised in B2B marketing copy as businesses need to prove their expertise and **give their target audience a reason to buy in** to what they offer.

There is often a **large number of stakeholders involved** in a single decision, such as budget holders, end users and other related departments.

For example, if you're selling an email marketing solution to a client, remember that the marketing executive isn't the sole target audience. It usually involves their bosses, the finance department and procurement.

As such, the B2B buying cycle is longer than B2C, requiring more maturing as they are **meant to complete long-term goals**. Some B2B purchase contracts even last for decades.

The B2C marketing voice has to be relatable and easy to digest, meaning **simpler and more conversational language**. The B2C buying cycle is typically shorter and triggered by emotions such as **hunger, desire** and **social status**.

Social media is a common platform for B2C marketing campaigns. Print and analog media are slowly taking less precedence. Therefore, the marketing copy should meet the basic needs of being short and **snappy, useful, humorous** and **shareable**.

B2C buying cycles are often shorter, as they tend to **satisfy immediate needs**. It's not uncommon for the B2C cycle to be as short as just a few minutes.

In B2C purchases, the buying power goes to the main target. However, their friends and family play a big part in influencing their decision, as studies have shown that **consumers prefer to trust a friend's recommendation** or online reviews over celebrity endorsements.

The two business models that affect which buyer persona template to utilise.

Equinet Academy

Taking Equinet Academy as an example again, here are 2 distinct buyer personas that can be created (there are, of course, more):

Profile Picture:	Name:	Marketer Margaret
	Age:	21 - 45
	Gender:	Female
	Location:	Singapore
	Interests:	Marketing, entrepreneurship, surfing the web for interesting articles, surfing Instagram and Facebook.
	Commonly used search terms on Google:	Digital marketing strategy, seo strategy, social media marketing plan template
	Job Position:	Marketing Executive/Manager
	Career progression interests:	Increase knowledge and skills with salary by 20% a year.
	Pain Points:	Difficulty communicating with digital agency, need to prove to their boss their contribution, want to do better on the job and get better results for company and personal satisfaction

Equinet Academy's buyer persona #1.

Profile Picture:	Name:	Entrepreneur Andre
	Age:	35 - 55
	Gender:	Male
	Location:	Singapore
	Interests:	Travel, business services, marketing & advertising
	Commonly used search terms on Google:	Digital marketing courses, how to market my business, marketing strategy, marketing tactics, digital marketing strategy, digital marketing plan, social media channels, how to rank on google
	Business Goals:	Increase profitability and cut costs, take some of the work in-house, know how to deal with digital agencies, want to work on the right strategies that line up to their goals
	Pain Points:	Got burned by digital agencies, need to increase revenue, looking for a quality training provider, don't know how to DIY their marketing campaigns

Equinet Academy's buyer persona #2.

Equinet Academy

Developing the correct buyer personas takes **extensive work**. There are 10 things that should be included in the case of B2C, and 14 things for B2B. There are also far more methods to **collect data** than the 2 methods mentioned above, various **touchpoints that must be created** to include every single encounter in the marketing funnel and a whole **customer buying journey** to understand.

To assist digital marketers in identifying buyer personas, we've developed an e-book titled "How to Develop Buyer Personas", which is a comprehensive and hands-on guide. It's packed with actionable steps you can take, as well as real-life examples to make learning easier.

Once you have, perhaps you can use the following template to develop your own buyer persona.

Profile Picture:	Name:	
	Age:	
	Gender:	
	Location:	
	Interests:	
	[Add new field]:	
	[Add new field]:	
	[Add new field]:	
	[Add new field]:	
	[Add new field]:	
	[Add new field]:	

Develop your own buyer persona with this template.

Equinet Academy

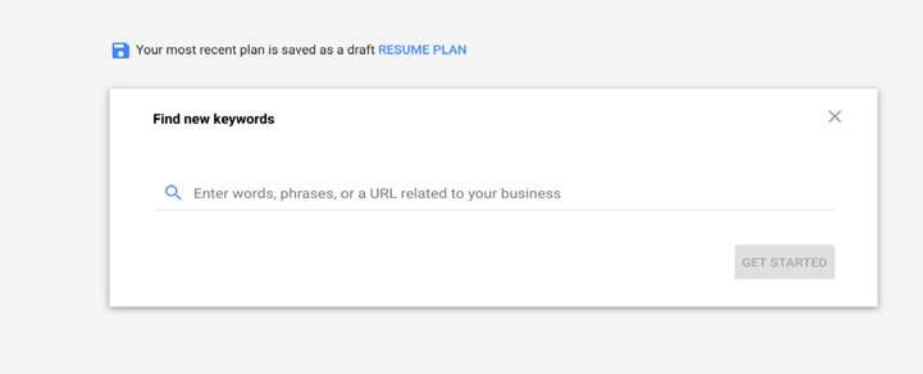
Step 2: Understanding customers, market and digital landscape (i.e. Analysis)

To understand your customers, the market and the digital landscape you're operating in, you neend to be on top of a few things. You'll need to do competitor and audience analysis as well as benchmark your competitors to know where you stand against them.

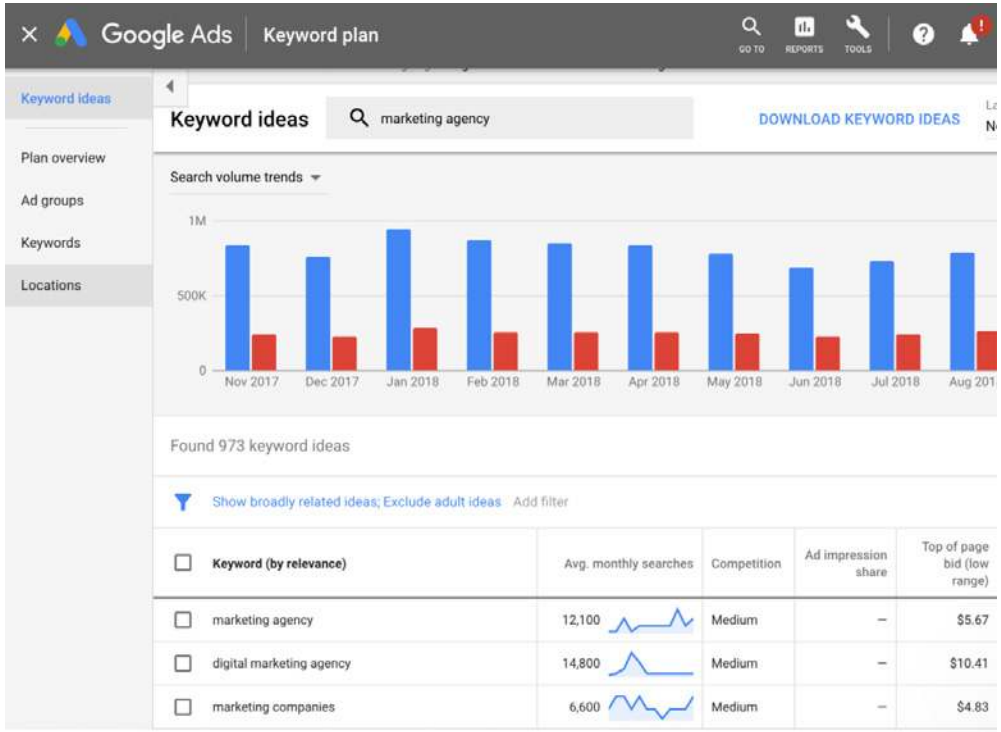
Thankfully, we have an abundance of tools that can help us do these things. Let's look at some of the most prominent ones.

The first tool we'll look at is **Google Keyword Planner** which helps you discover new keyword ideas and even check out the metrics for them. You'll be able to segment the data by country, allowing you to understand which keywords are popular in which region. This would allow you to better-reach your target customers worldwide by tweaking the ad copies in each country's ads accordingly.

Take a look at what some areas of the interface look like:



Enter a word, phrase or URL that's related to your business and get relevant ideas instantly.



What it looks like once you search up a particular keyword.

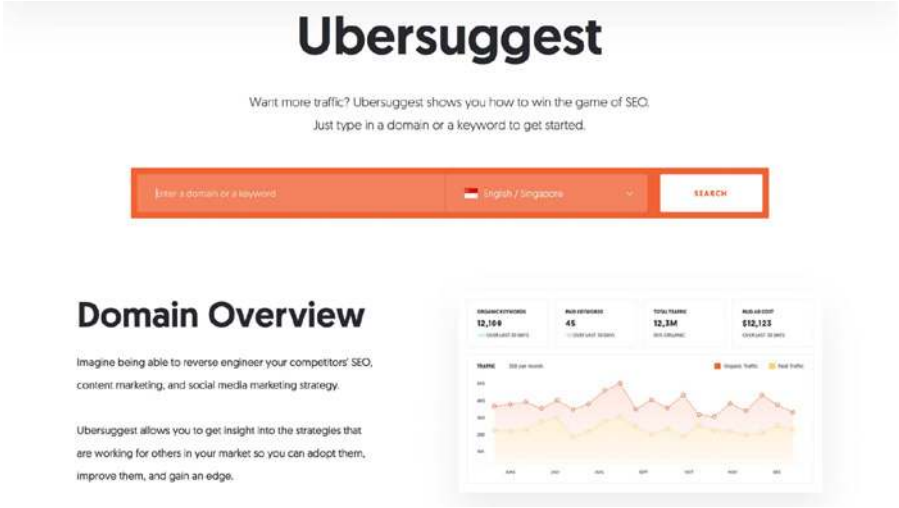
Equinet Academy

Other powerful competitor and audience research tools include:

SEMrush, which is a powerful SEO keyword research tool that will do your keyword research, track the keyword strategy used by the competition, run an SEO audit of your site and hunt for backlinking opportunities among other things.

SEMrush interface.

Ubersuggest, which is a free-to-use SEO keyword research tool that will help you hone in on generating new keyword ideas.



Ubersuggest's search page.

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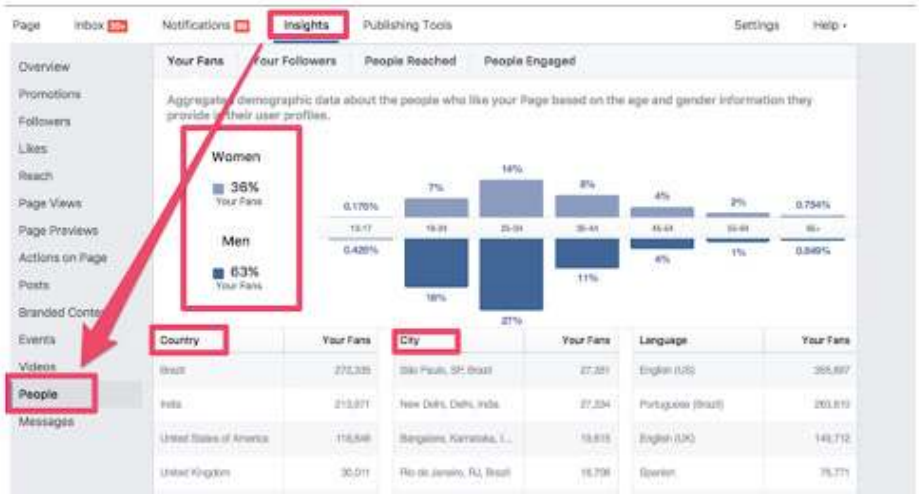
Facebook Audience Insights, which is perfect for generating an aggregate comparison between two groups of people; the people connected to your Facebook page and the people on Facebook. The idea behind this comparison is to allow you to create content that will better resonate with people and to find more who are like your current audience.



Get a detailed breakdown of your audience demographics with Facebook audience insights.

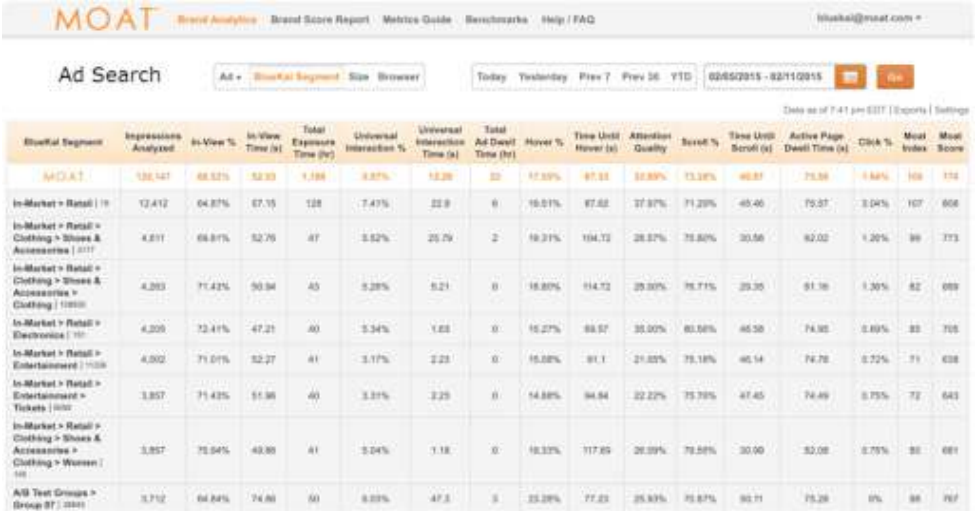
There are more keyword planners available in the market.

Take a look at 10 of the best keyword research tools available for you to use and never have an excuse to be in the dark again.

Equinet Academy

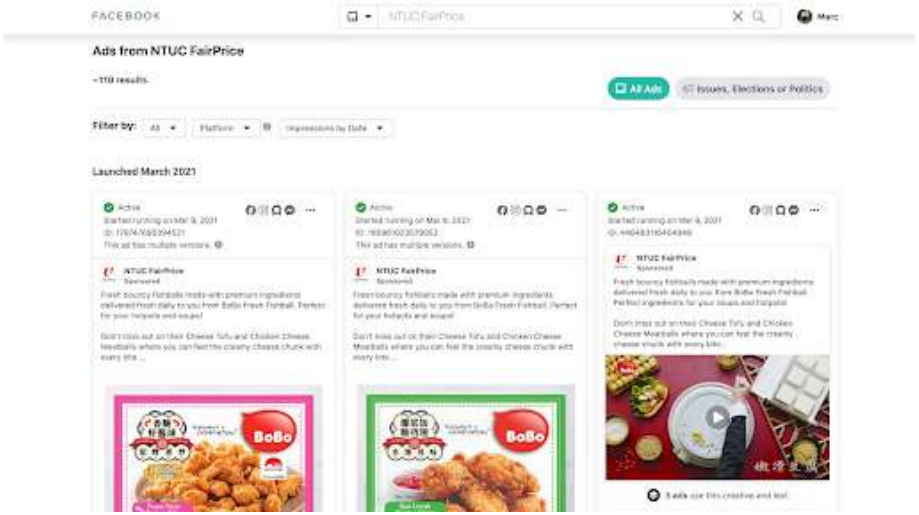
And then of course, we have to benchmark our competitors. We do this through ad research on platforms such as:

Moat, which offers solutions for advertising effectiveness, brand safety, ad verification, attention, cross-platform reach and frequency.



Moat's interface.

Facebook Ad Library, which allows you to discover ads that are running across Facebook and gather information about the ads. You can search using an advertiser's name, perhaps your competitors', to check out what they have going on. Below, NTUC FairPrice was used purely as an example.



Facebook Ad Library interface. Just search using an advertiser's name and voila.

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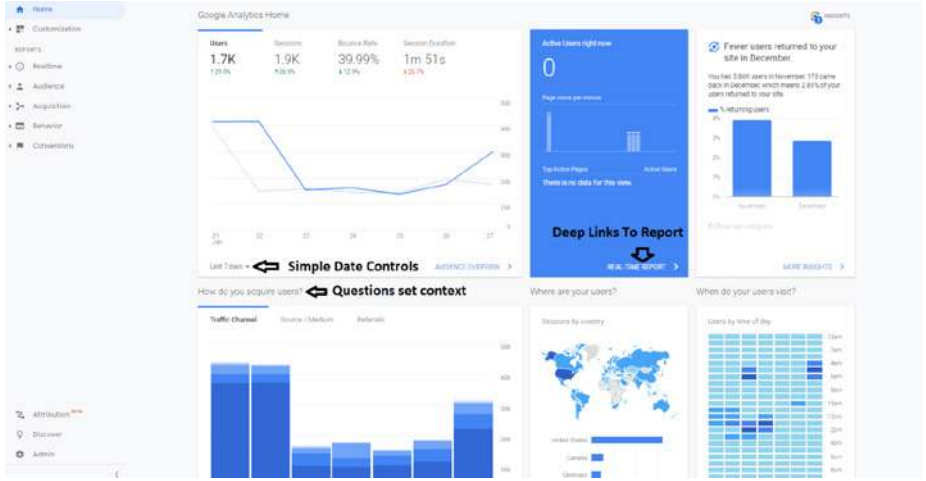
Google Analytics (GA), which is a free web analytics service that will provide an in-depth look at who visits your website, thereby allowing you to make the right strategic changes where needed.

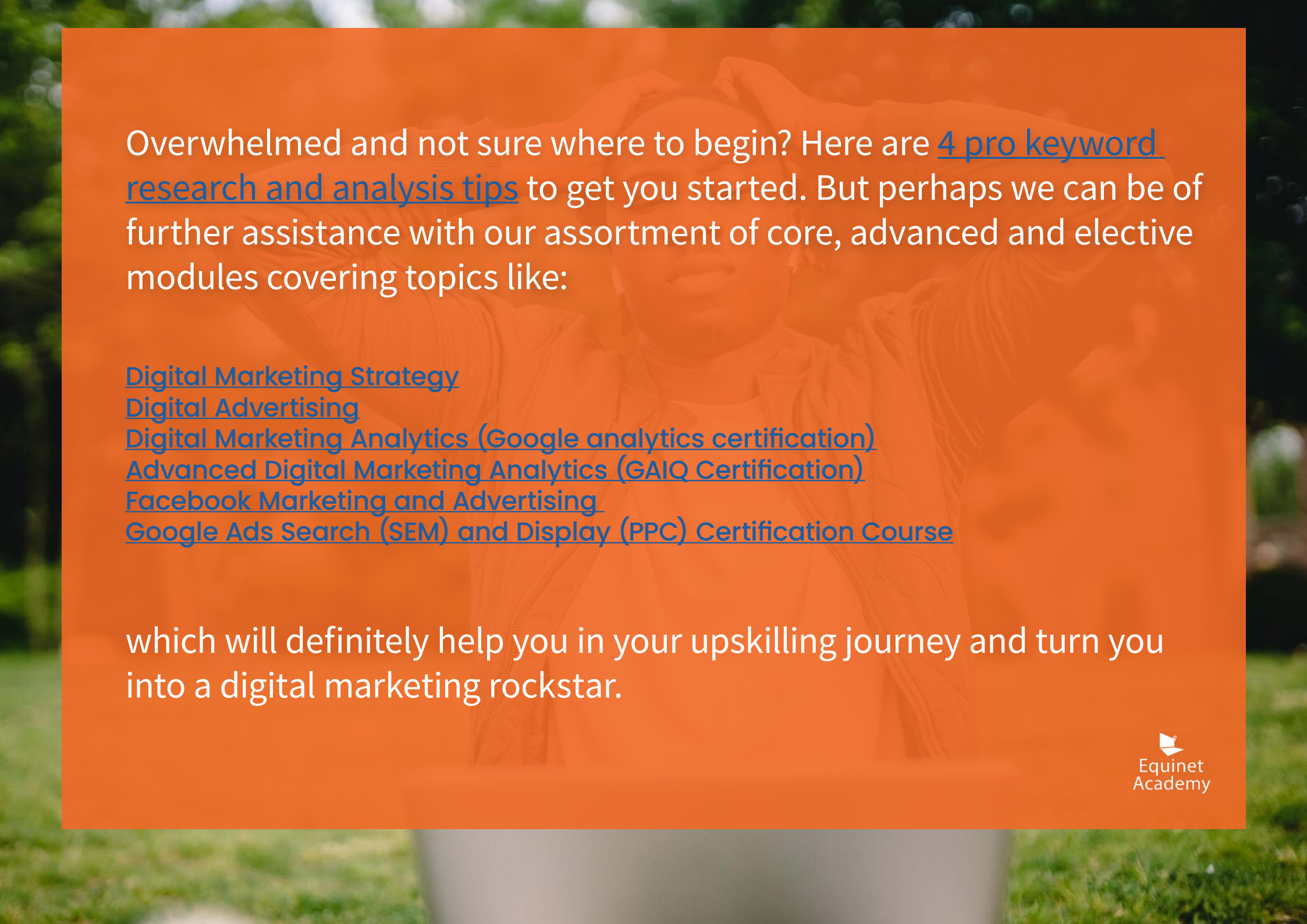


Google Analytics (GA) reports menu interface.

Finally, these are some other methods you should use to stay on top of your competitor and audience analyses:

1. similarweb.com
   – free competitors' traffic, for higher visited sites only.
2. Google Trends
3. Government Stats
4. Exciting Customer Data
5. Visiting Competitors
6. Research, Findings from Surveys and Focus Groups

Equinet Academy



Overwhelmed and not sure where to begin? Here are 4 pro keyword research and analysis tips to get you started. But perhaps we can be of further assistance with our assortment of core, advanced and elective modules covering topics like:

Digital Marketing Strategy
Digital Advertising
Digital Marketing Analytics (Google analytics certification)
Advanced Digital Marketing Analytics (GAIQ Certification)
Facebook Marketing and Advertising
Google Ads Search (SEM) and Display (PPC) Certification Course

which will definitely help you in your upskilling journey and turn you into a digital marketing rockstar.

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Before you read on, use these templates to do your own analyses with regards to the areas mentioned above.

3.2. Market Analysis (Digital)

Market size:

Having an idea of the market size can help you estimate your reach potential, marketing budget amount required, and determine appropriate marketing channels to reach your audiences.

Useful tools:

- Facebook Audience Insights
- Google Keyword Planner
- Research papers/reports on a national level

Summary of Findings:

Market trends:

Understanding the market trends can help you understand your customers better (in terms of consumer behaviour, purchasing power, etc.), plan seasonal marketing campaigns, and select the right marketing channels, creatives, and promotions.

Useful tools:

- Google Trends
- Google Keyword Planner
- Trends reports

Summary of Findings:

Use this template to do your digital market analysis.

3.3. Competitive Benchmarking

Competitive benchmarking can measure your company's performance against your competitors' and industry benchmarks. This can also help you to question your current modus operandi, adopt new practices, and develop innovative marketing strategies to remain competitive.

Useful tools for competitive benchmarking:

- Google Analytics Benchmarking reports
- Semrush
- SimilarWeb
- SocialBakers
- Industry reports such as the 2019 Social Media Industry Benchmark Report

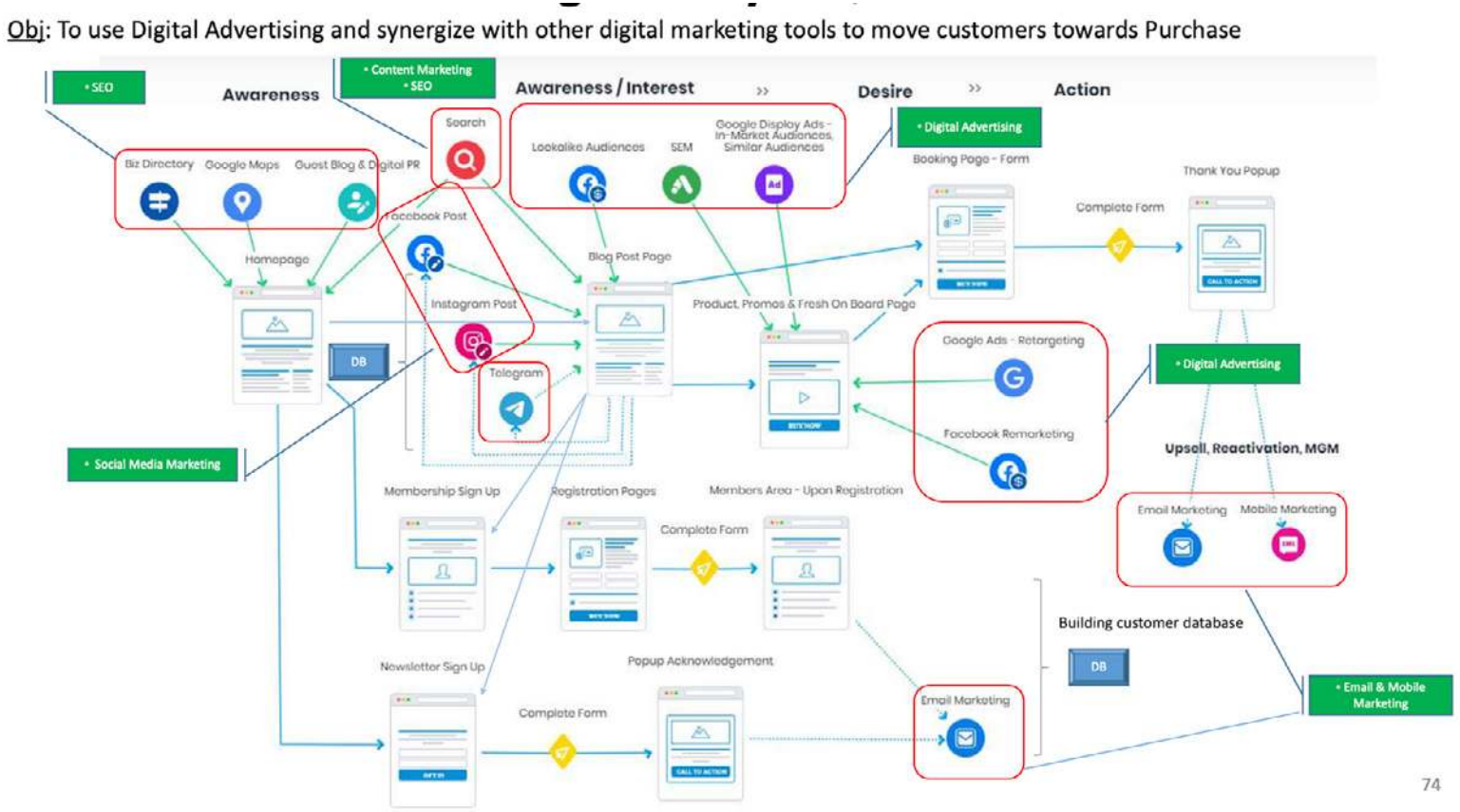
Provide your research findings and rate each capability on a Likert scale of 1 – 5. 1 being the least capable and 5 being the most capable in the table below.

Digital Marketing Capabilities	Review of Company	Review of Competitor 1	Review of Competitor 2	Industry Benchmarks
Website engagement				
Social media				
Organic search				
Paid search				
Email				
Referral				
Display				
[Add new benchmark]				
[Add new benchmark]				
[Add new benchmark]				

Template for your competitive benchmarking process.

Step 3: Developing a Strategic Plan

Now that you've clearly defined your KPIs and conducted analyses, developing a strategic plan is the next logical step. A strategic plan is your clear roadmap to success. We recommend using Funnelytics to track your funnels, which is a tool that lets you plan, measure and optimize your funnels and campaigns visually. Here's what using funnelytics to map out your digital marketing user journey flow might look like:



In this Funnelytics scheme, the objective is to use Digital Advertising in synergy with other digital marketing tools to move customers towards the Purchase stage.

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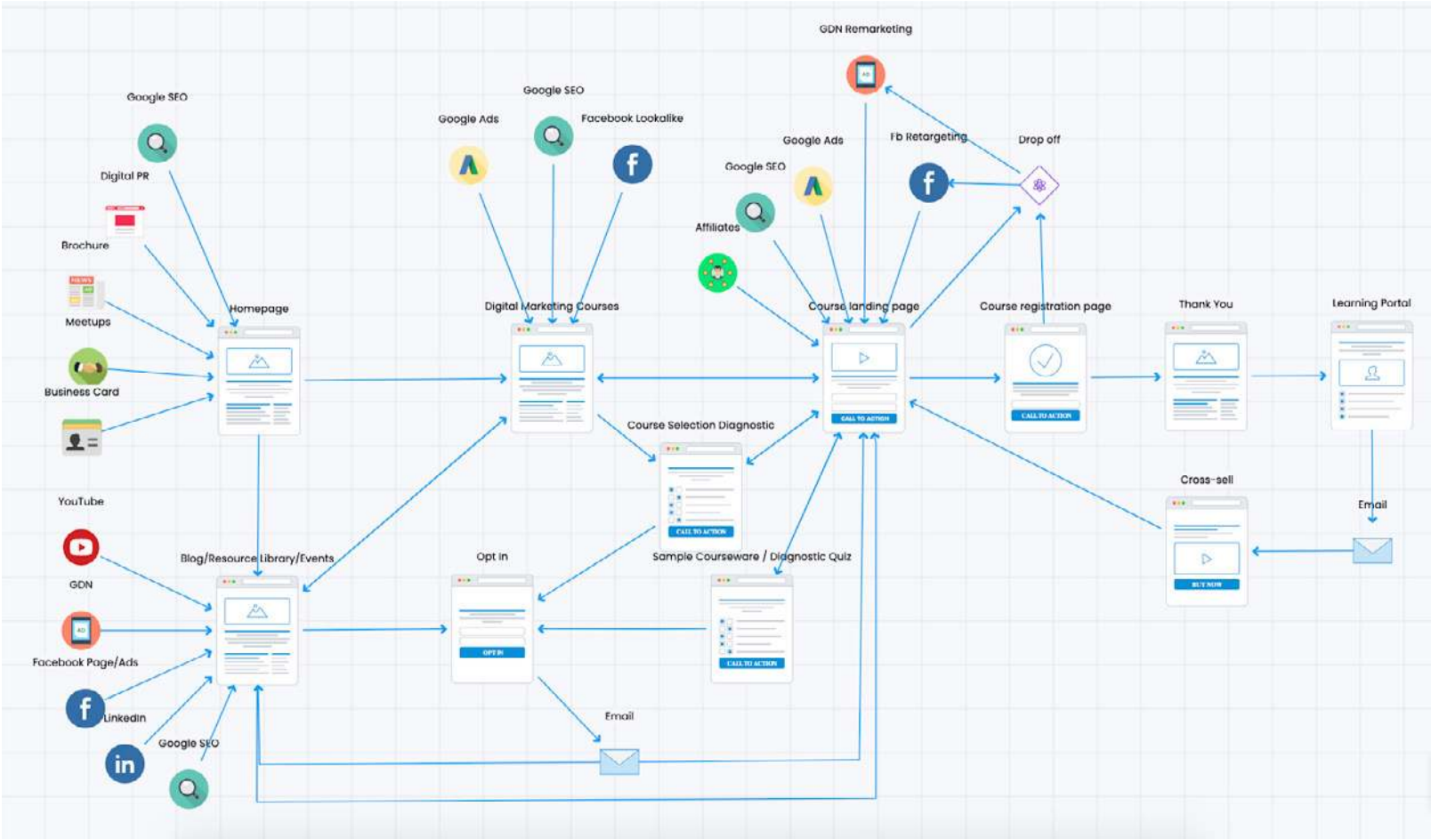
Let’s also take a look at Equinet Academy’s digital marketing user journey flow in Funnelytics:



Funnelytics digital marketing user journey flow of Equinet Academy.

From the diagram above it can be seen that Equinet Academy has 4 pages that attract traffic from external sources: Homepage, Blog/ Resource Library/Events, Digital Marketing Courses and Course landing page. Each of these pages have a specific set of external sources that drive traffic to them and a clear flow that the user will go through on the website once they land on that page.

Equinet Academy

By breaking down the user journey flow using Funnelytics, it makes it easy for Equinet Academy to properly track, measure and optimise the performance of both the pages on their website and the external traffic generating sources they have.

Funnelytics can be used for free (with limited functions) or alternatively, there's a paid version. Decide what works best for your business needs and get started mapping to improve your campaign results today.

In the development stage, it's also important that you understand how to marry all these tools and analyses to shape a strategic and successful full-scale digital marketing plan. To better illustrate the process, let's take a look at 2 case studies from two industries; e-commerce and travel & tourism.

In both case studies, each strategy within the digital marketing campaign will be displayed together with the courses we offer to help develop your skills in that strategic area.

All case studies shown are for illustrative purposes only.

Case study #1: Harvey Norman, Retail and E-commerce industry.

Here are the **introductory details and primary marketing goals** of Harvey Norman Singapore:

Company Name:

Harvey Norman (www.harveynorman.com.sg)

Company Description:

Harvey Norman is a retail chain in Electronics, Computers, Furniture and Bedding.

Primary Marketing Goals:

- Online Sales (E-commerce)
- Store Walk-ins
- Lead Generation
- Brand Awareness

Introductory details and primary marketing goals of Harvey Norman Singapore.

Equinet Academy

Next, let's have a look at their **digital marketing strategy**:

Harvey Norman Digital Marketing Strategy

Primary Marketing Goals:

- **Online Sales (E-commerce):** To drive purchases online.
- **Store Walk-ins:** To channel online visitors to purchase in-store merchandise at brick and mortar outlets.
- **Lead Generation:** To generate leads for e-newsletter campaign and cooking events.
- **Brand Awareness:** To boost brand awareness and brand recall rates.

Recommended Digital Marketing Strategies:

- Content Marketing and Email Marketing
- Search Marketing (SEO/SEM)
- Digital Advertising
- Social Media Marketing
- Website Optimisation

Related Courses:

- Certified Digital Marketing Strategist (CDMS)

Harvey Norman's digital marketing strategy.

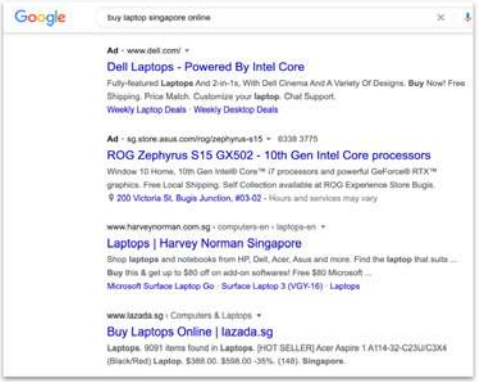
Their **search marketing (SEO/SEM) strategy**:

Harvey Norman **Search Marketing (SEO/SEM) Strategy**

In order to achieve more **online sales, brand awareness, and store walk-ins,** Harvey Norman ranks on top of Google and other major search engines for product-related search queries.

Relevant courses:

- WSQ Search Engine Optimisation (SEO)
- Advanced Search Engine Optimisation
- WSQ Google Ads Search Engine Marketing (SEM) and Display (PPC)
- Advanced Digital Advertising



Harvey Norman's search marketing (SEO/SEM) strategy.

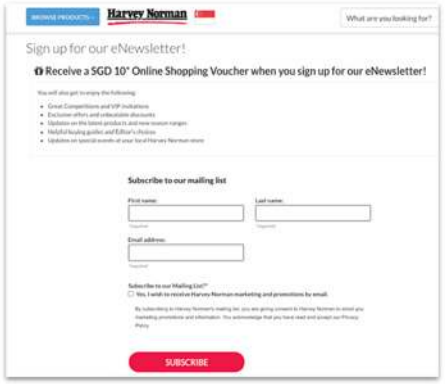
Their **content and email marketing strategy**:

Harvey Norman **Content and Email Marketing Strategy**

Harvey Norman **generates leads** through their e-newsletter campaigns and **nurtures them into customers** with relevant content targeted to specific customer personas.

Relevant courses:

- WSQ Content Marketing Strategy
- Advanced Content Marketing Strategy
- Content Writing and Copywriting
- Email Marketing and Marketing Automation



Harvey Norman's content and email marketing strategy.

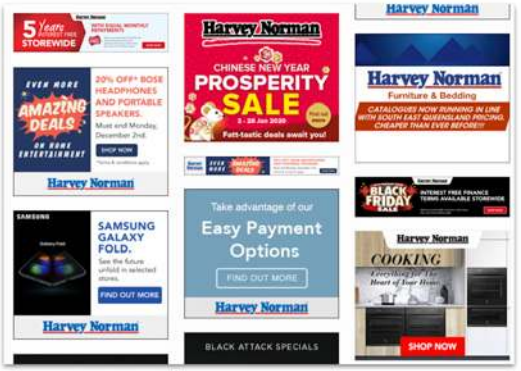
Their **content and email marketing strategy**:

Harvey Norman **Digital Advertising Strategy**

Harvey Norman runs advertising campaigns featuring seasonal promotions across the web and social media platforms to **raise brand awareness, drive online purchases, and in-store purchases.**

Relevant courses:

- WSQ Digital Advertising
- Advanced Digital Advertising
- WSQ Google Ads Search Engine Marketing (SEM) and Display (PPC)
- WSQ Facebook Marketing & Advertising
- Programmatic Advertising



Harvey Norman's digital advertising strategy.

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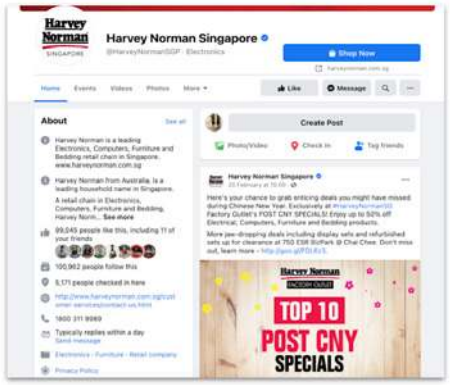
Their **social media marketing strategy**:

Harvey Norman's social media content on Facebook, Twitter, Instagram, YouTube, LinkedIn, and Pinterest **boosts brand and product awareness, establishes thought leadership, and re-engages customers to return to shop.**

Relevant courses:

- WSQ Social Media Marketing
- Advanced Social Media Marketing
- WSQ Facebook Marketing & Advertising
- LinkedIn Sales and Marketing



Harvey Norman's social media marketing strategy.

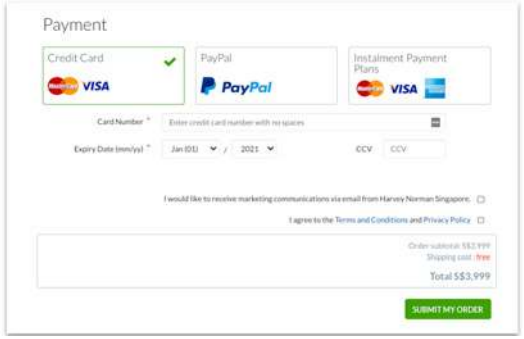
And finally, their **website optimisation plan**:

Harvey Norman **Website Optimisation**

Harvey Norman implements conversion tracking using Google Tag Manager and analyses data on Google Analytics to **optimise website conversions** and **improve marketing return on investment.**

Relevant courses:

- WSQ Digital Marketing Analytics
- Advanced Digital Marketing Analytics
- Website Optimisation and Conversion Rate Optimisation (CRO)
- Google Tag Manager



Harvey Norman's website optimisation plan.

Case study #2: Chan Brothers, Travel and Tourism Industry.

Here are the **introductory details and primary marketing goals** of Chan Brothers:

Tourism and Travel (Chan Brothers)

Company Name:

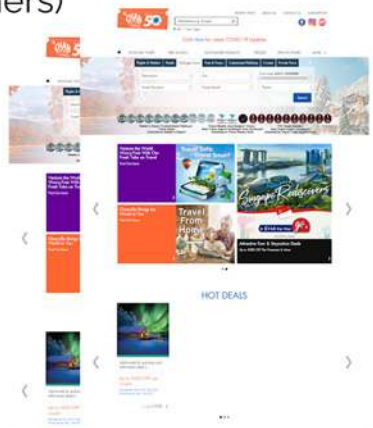
Chan Brothers (www.harveynorman.com.sg)

Company Description:

Chan Brothers is is a homegrown travel agency providing packaged tours and travel services.

Primary Marketing Goals:

- Online Direct Bookings (E-commerce)
- Enquiries & Reservation Calls
- Products & Services Awareness



Introductory details and primary marketing goals of Chan Brothers Singapore.

Equinet Academy

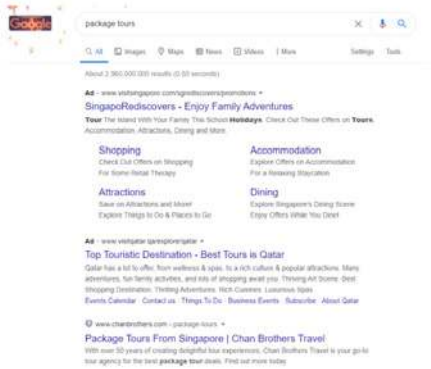
Next, a look at their **search marketing (SEO/SEM) strategy**:

Chan Brothers **Search Marketing (SEO/SEM) Strategy**

In order to achieve more **online sales, product and services awareness, and calls,** Chan Brothers ranks on top of Google and other major search engines for services-related search queries.

Relevant courses:

- WSQ Search Engine Optimisation (SEO)
- Advanced Search Engine Optimisation
- WSQ Google Ads Search Engine Marketing (SEM) and Display (PPC)
- Advanced Digital Advertising



Chan Brothers' search marketing (SEO/SEM) strategy.

Their **social media marketing strategy**:

Chan Brothers **Social Media Marketing Strategy**

With aesthetic destinations and tours contents. Chan Brothers' **amplify awareness, facilitate prospects to discover and re-engage it's existing customers** across Facebook, Instagram, YouTube, and LinkedIn.

Relevant courses:

- WSQ Social Media Marketing
- Advanced Social Media Marketing
- WSQ Facebook Marketing & Advertising
- LinkedIn Sales and Marketing

Chan Brothers' social media marketing strategy.

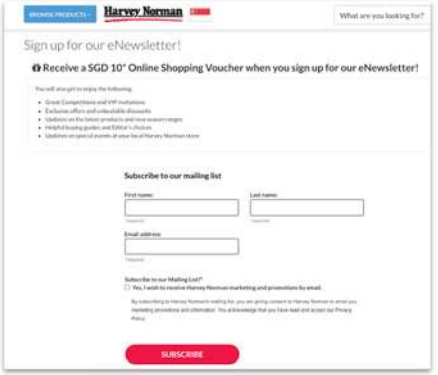
And finally, their **content and email marketing strategy**:

Chan Brothers **Content and Email Marketing Strategy**

Chan Brothers **generates leads** through their e-newsletter campaigns and **nurtures them into customers** with relevant content targeted to specific customer personas.

Relevant courses:

- WSQ Content Marketing Strategy
- Advanced Content Marketing Strategy
- Content Writing and Copywriting
- Email Marketing and Marketing Automation



Chan Brothers' content and email marketing strategy.

a. Implement

i. How to estimate budget required for each channel, estimate budget for overall strategy dependent on channel mix

ii. Table to implement - refer to digital marketing strategic plan template from DMS course resources in learning portal

After developing your digital marketing campaign strategy, implementing it is the next step in the process.

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Step 4: Implementing the Strategic Plan

Implementation of your plan can take two paths. The first, hiring a digital agency to execute the strategy or the second, forming an in-house marketing team to execute. Here are two tables showcasing the pros and cons for each, starting with hiring an agency. It should be noted that the pros and cons listed in these tables serve as examples and aren't exhaustive.

Hiring an Digital Agency

PROs	CONs
Highly-trained creative professionals whose experiences and training would come in useful.	They aren't a part of your business and so may take time to see the same vision you do.
Can provide an objective view to your marketing strategy.	Depending on the agency, their services might be pricey. Ensure you have the budget before hiring one.
The structure and size of a team in an agency means they are likely well-equipped to handle most challenges.	You likely aren't their only client, so the agency won't be as nimble as your own team would be when it comes to making snap changes.
They will take on the majority of the workload, leaving you freer to handle other aspects of your business.	The agency might not be as familiar with your target customer personas as you, especially if they haven't had many clients in your industry.

Handling Efforts In-House

PROs	CONs
Quality control is done right in the company, allowing for the vision to be executed more efficiently.	Tunnel vision may be a factor to consider, as well as biases towards ideas.
Deadlines and marketing collaterals more likely than not will be delivered right on time.	Specific marketing skills may be lacking, considering an in-house team is much smaller and less diverse than an agency's.
The drive to achieve results might be stronger than an agency's, as they usually have multiple clients sustaining them. You only have you.	There may be less time to focus on other aspects of your business – marketing efforts take up a lot of time.
Any last minute or snap changes can be made much more nimbly as compared to when working with an agency.	If the direction of your marketing strategy is wrong and no one sees it, efforts and more importantly, the budget, will be wasted.

Now let's take a look at the various digital marketing job roles that are out there, as well as the various team structures that can be formed with those roles. Understanding these roles and structures would help you effectively design an in-house digital marketing team.

Digital Marketing Job Roles

Here is a list of the essential roles within a digital marketing team:

Digital Marketing Director: The Digital Marketing Director strategises and leads all digital marketing initiatives.

Digital Marketing Manager: The Digital Marketing Manager implements and manages digital marketing campaigns in-house or through digital agencies.

Digital Marketing Executive: The Digital Marketing Executive executes the day-to-day digital marketing activities.

Digital Account Manager: The Digital Account Manager resides in a digital agency and functions as a consultant and project manager communicating with the client and digital marketing specialists.

Content Marketing Strategist: The Content Marketing Strategist develops the overall content marketing strategy for the business from content ideation to creation, distribution and evaluation.

SEO Specialist: The SEO Specialist monitors a website's organic search rankings and ensures the website is optimised to rank highly for target keywords.

Digital Media Planner: The Digital Media Planner plans the digital advertising campaign channels, budget and monitors the execution and performance of all paid media campaigns.

Ad Operations Manager: The Ad Operations Manager oversees and implements the day-to-day digital advertising campaigns across various digital advertising platforms such as Google Ads, Facebook Ads and DoubleClick.

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Performance Marketing Specialist: The Performance Marketing Specialist manages the SEO and SEM campaigns to drive leads and sales to the business.

Social Media Manager: The Social Media Manager plans and manages the overall social media marketing strategy for the business.

Social Media Community Manager: The Social Media Community Manager interacts with members of the community and generates reports on the overall sentiment of the community to the Social Media Manager.

Digital Marketing Analyst: The Digital Marketing Analyst analyses the performance across all digital channels and generates comprehensive reports that provide recommendations for improvement.

Email/Marketing Automation Specialist: The Email/Marketing Automation Specialist manages and implements the marketing automation workflow and email marketing campaigns.

Copywriter: The copywriter writes product copy, blog content, ad copy and any other content requested by the teams.

Graphic Designer: The Graphic Designer designs creatives for digital ads, social media content, blog content and any other graphics requested by the teams.

Web Developer: The Web Developer supports all website development and customisations required by the marketing teams.

To get a detailed overview of a few of these roles, read our blog on Digital Marketing Job Descriptions and Roles.

The roles above can be broken down into "Generalists" and "Specialists". Each role requires a unique mix of digital marketing skills to ensure an effective job can be done.

If you are looking to get placed in a digital marketing role or looking to hire digital marketers within the next 6 months, check out our hiring and career assistance programs.

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Here is a breakdown of the skills required for most of the roles mentioned above, the pay range, as well as the courses we offer that will allow you to qualify for each role:

Breakdown for "Generalists":

Career Pathway - **Generalist**

Generalist digital marketing job titles at the client side or companies (SMEs and MNCs) include:

- Digital Marketing Executive/Manager/Director

While at the digital agency side:

- Digital Account Manager/Digital Strategist

Both roles manage a wide scope of digital marketing campaigns and require firm foundational knowledge in various digital marketing disciplines (SEO/Social Media Marketing/Digital Marketing Analytics).

Pay Range:

$2500 - $10,000

Required Skill Sets:

- Digital Marketing Strategy
- Content Marketing, SEO, Digital Advertising, Social Media Marketing
- Google Analytics

Foundational Courses:

- Certified Digital Marketing Strategist (CDMS)
- Advanced Modules

Breakdown for a SEO specialist:

Career Pathway - Specialist - **SEO Specialist**

The role of an SEO Specialist is to ensure the company's website pages and other online assets (social media profiles, directory listings, etc.) are highly visible (i.e. ranked on top) on the organic (non-paid) search engine results pages (Google, Bing, Yahoo!).

Pay Range:

$3000 - $7000

Required Skill Sets:

- Content Marketing Strategy
- Search Engine Optimisation (SEO)
- Copywriting and Content Writing

Foundational Courses:

- WSQ Search Engine Optimisation (SEO)
- Advanced Search Engine Optimisation
- WSQ Content Marketing Strategy
- Copywriting and Content Writing

Breakdown for a performance marketing specialist:

Career Pathway - **Performance Marketing Specialist**

A Performance Marketing Specialist is responsible for the performance of all results-driven marketing campaigns ranging from SEO and Content Marketing, SEM, Email Marketing, Conversion Rate Optimisation, and Online Advertising channels.

Pay Range:

$3000 - $7000

Required Skill Sets:

- Digital Marketing Strategy
- Search Engine Optimisation (SEO) and Content Marketing
- Search Engine Marketing (SEM)
- Digital Marketing Analytics

Foundational Courses:

- WSQ Search Engine Optimisation (SEO)
- Advanced Search Engine Optimisation
- WSQ Google Ads Search Engine Marketing (SEM) and Display (PPC)
- WSQ Digital Marketing Analytics

Breakdown for a social media manager:

Career Pathway - Specialist - **Social Media Manager**

A Social Media Manager's roles and responsibilities are to create and distribute a brand's content across various social media platforms in order to engage, convert, and retain a clearly defined audience, and to build and manage a social media community.

Pay Range:

$3700 - $6000

Required Skill Sets:

- Content Marketing
- Social Media Marketing
- Copywriting and Content Writing

Foundational Courses:

- WSQ Social Media Marketing
- Advanced Social Media Marketing
- WSQ Content Marketing Strategy
- Copywriting and Content Writing

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Breakdown for a **content strategist**:

A Content Strategist is responsible for the overall production, distribution, and governance of a brand's content, ensuring it meets both the business goals and target audience's needs.

Pay Range:

$3000 - $9000

Required Skill Sets:

- Content Marketing
- Search Engine Optimisation
- Social Media Marketing
- Copywriting and Content Writing

Foundational Courses:

- WSQ Content Marketing Strategy
- Advanced Content Marketing Strategy
- WSQ Search Engine Optimisation
- WSQ Social Media Marketing
- Copywriting and Content Writing

Breakdown for a **marketing automation specialist**:

Career Pathway - **Marketing Automation Specialist**

A Marketing Automation Specialist's role is to manage the development and execution of marketing automation campaigns ranging from email marketing, customer relationship management , lifecycle marketing, lead nurturing, segmentation, and data analytics and optimisation.

Pay Range:

$3000 - $7000

Required Skill Sets:

- Content Marketing Strategy
- Email Marketing
- Marketing Automation
- Copywriting and Content Writing

Foundational Courses:

- Email Marketing and Marketing Automation
- WSQ Content Marketing Strategy
- Copywriting and Content Writing

Breakdown for a **digital media planner**:

Career Pathway - Specialist - **Digital Media Planner**

A Digital Media Planner is responsible for the development of the media strategy and may extend to the buying of media placements (media buying). He/she researches different media channels such as TV, radio, display, and out-of-home media (billboards, cinemas, posters) including collecting and analyzing data to determine appropriate channels to achieve specific campaign objectives.

Pay Range:

$3000 - $4200

Required Skill Sets:

- Digital Advertising
- Copywriting

Foundational Courses:

- WSQ Digital Advertising
- Advanced Digital Advertising
- WSQ Google Ads Search Engine Marketing (SEM) and Display (PPC)
- WSQ Facebook Marketing & Advertising
- Programmatic Advertising
- Copywriting and Content Writing

And finally, the breakdown for a **digital marketing analyst**:

Career Pathway - Specialist - **Digital Marketing Analyst**

A Digital Marketing Analyst's responsibility is to analyze the company's digital marketing performance and propose actionable strategies to improve digital marketing performance and maximize returns.

Pay Range:

$3000 - $6000

Required Skill Sets:

- Digital Marketing Strategy
- Digital Marketing Analytics
- Google Analytics

Foundational Courses:

- WSQ Digital Marketing Strategy
- WSQ Digital Marketing Analytics
- Advanced Digital Marketing Analytics
- Google Tag Manager

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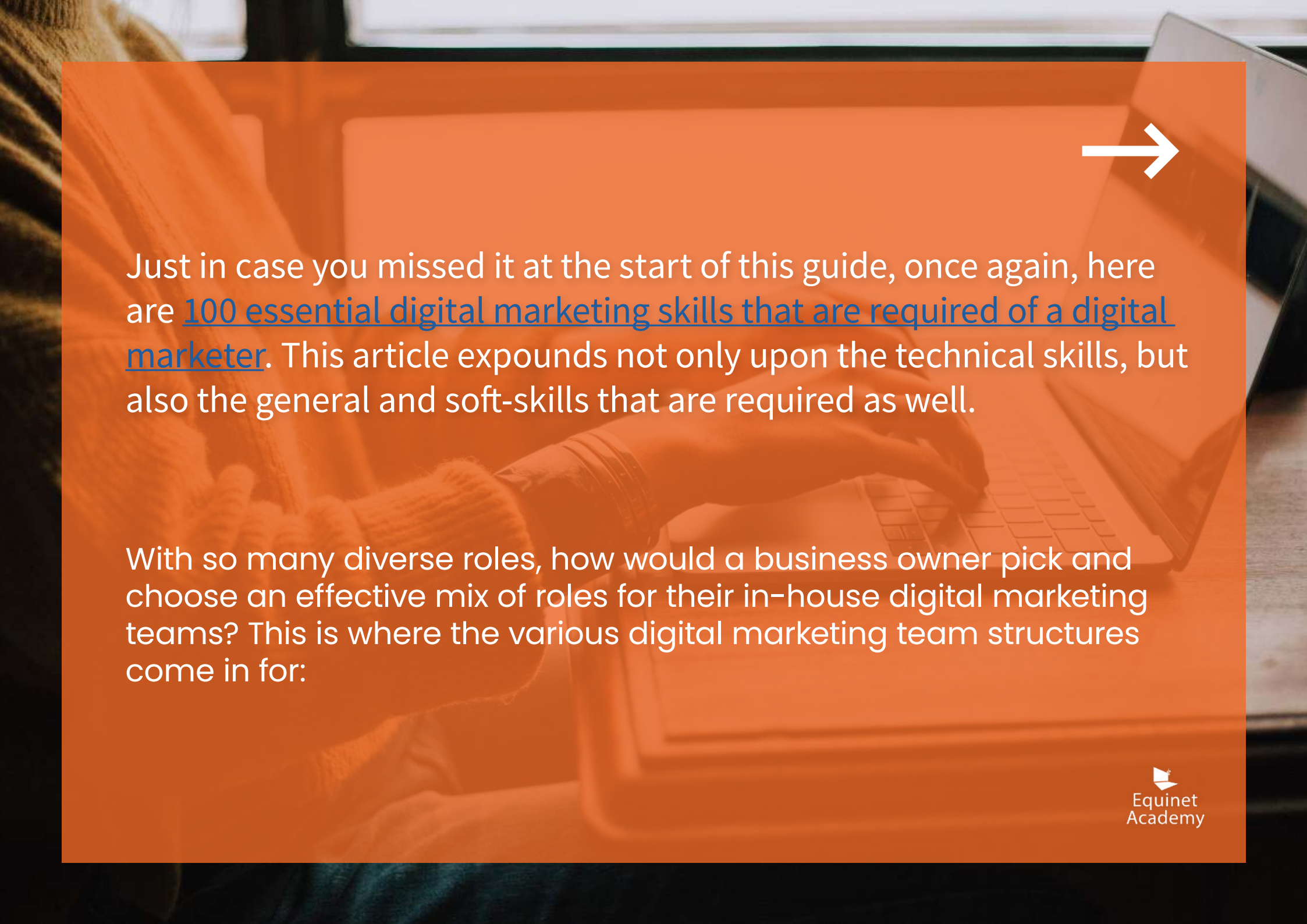

Just in case you missed it at the start of this guide, once again, here are 100 essential digital marketing skills that are required of a digital marketer. This article expounds not only upon the technical skills, but also the general and soft-skills that are required as well.

With so many diverse roles, how would a business owner pick and choose an effective mix of roles for their in-house digital marketing teams? This is where the various digital marketing team structures come in for:

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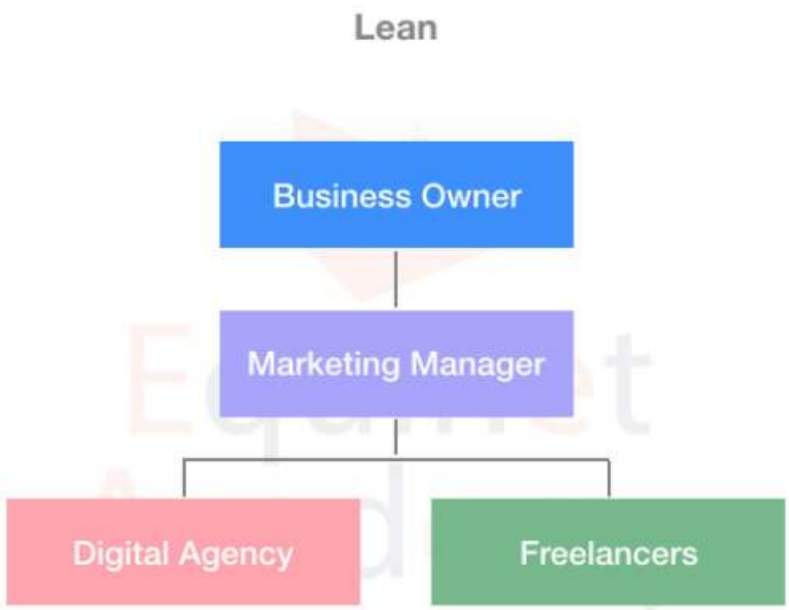
1. Small companies



The digital marketing team structure in a small company.

2. Medium-sized companies

The digital marketing team structure in a mid-sized company.

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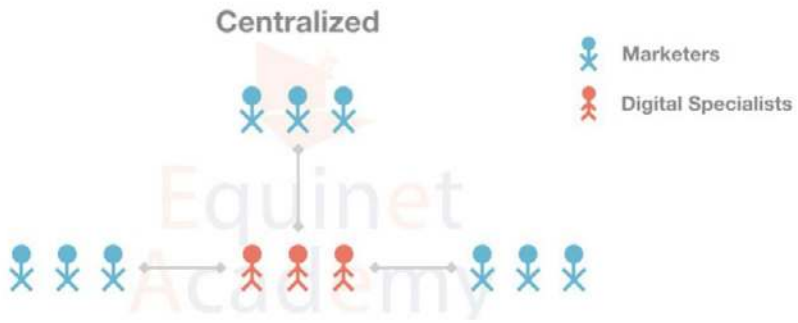
3. MNCs

a. Centralised

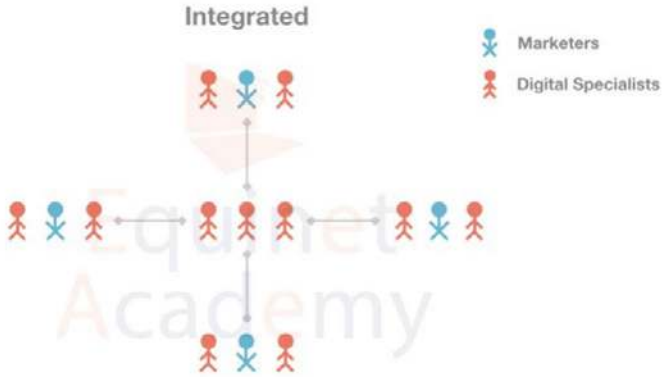


A centralised digital marketing team structure in an MNC.

b. Decentralised

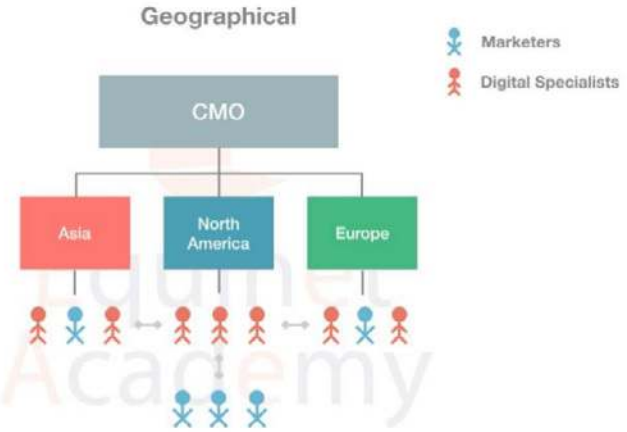
A decentralised digital marketing team structure in an MNC.

c. Integrated



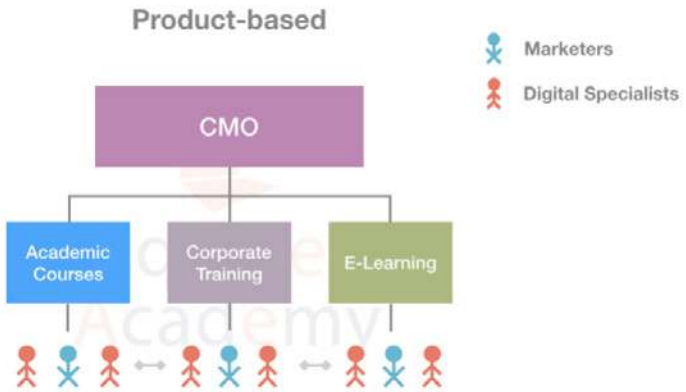
An integrated digital marketing team structure in an MNC.

d. Geographical



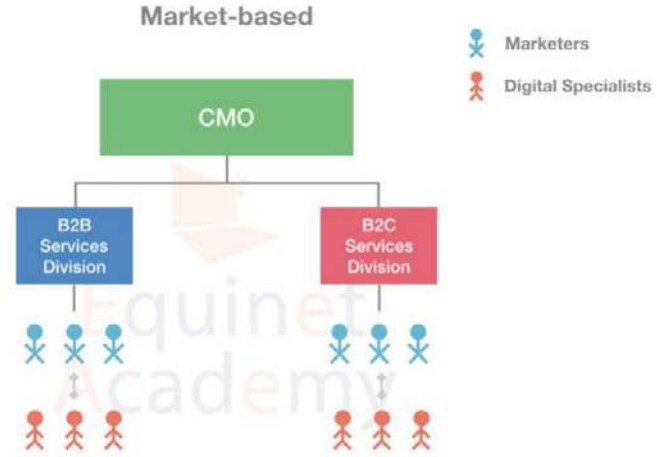
A centralised digital marketing team structure in an MNC.

e. Product-based



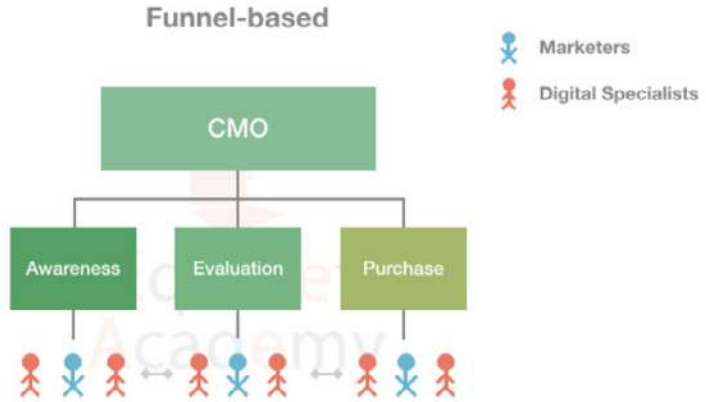
A product-based digital marketing team structure in an MNC.

f. Market-based



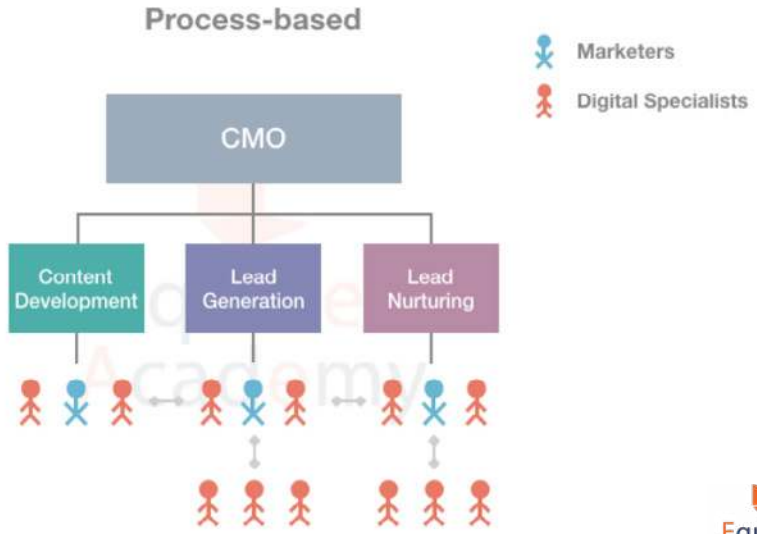
A market-based digital marketing team structure in an MNC.

g. Funnel-based



A funnel-based digital marketing team structure in an MNC.

h. Processed-based

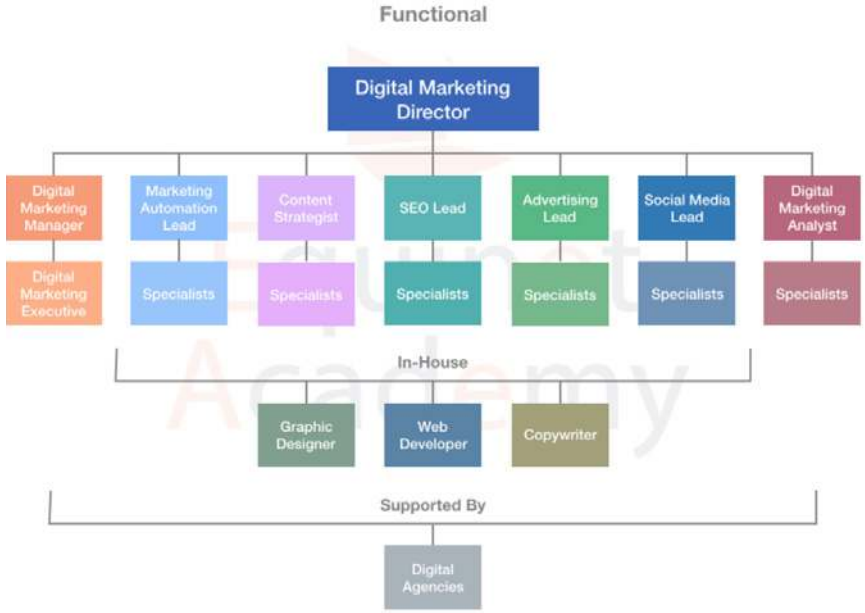


A process-based digital marketing team structure in an MNC.

i. Flexible

A flexible digital marketing team structure in an MNC.

j. Functional



A functional digital marketing team structure in an MNC.

If you're curious to learn more about the structure in digital marketing teams, consider giving this article a read to expand your knowledge.

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If you're deciding the next step in your career and are intrigued by the digital marketing roles we mentioned earlier, perhaps you might want some career guidance. Your questions on career progression, salaries, team structures, internships, marketing skills required, resume tips and interview questions are answered together with expert tips in this comprehensive, free to use Digital Marketing Career Handbook.

Estimating Budgets

Another crucial aspect in the implementation stage is the digital marketing budget. A digital marketer worth their salt would have an understanding of how to estimate the budget required for each channel as well as how to estimate the budget for the overall strategy based on the channel mix. Here's how.

How to estimate each channel's budget

Let's start off with what the end product – a completed budget table, would look like. To access the data required to fill-up the table at the end of your campaign, access your digital marketing analytics platform, for instance, Google Analytics. Choose a date range, for example, 30th June 2018 - 1st July 2019. To access the report, go to Acquisition => All Traffic => Channels.

Here's what the table would look like at the end of a campaign with all the data retrieved:

Channel	Traffic	Conversions (Course Signups)	Conversion Rate	Cost	Cost Per Acquisition	Value	Return on Investment
Organic Search	79,801	699	0.88%	$36,000	$51.50	$209,700	482.50%
Display	35,099	13	0.04%	$6,832.21	$525.55	$3,900	-42.92%
Direct	24,119	568	2.35%	$89,240	$157.11	$170,400	90.95%
Paid Search	6,074	113	1.86%	$28,021.68	$247.98	$33,900	20.98%
Referral	5,610	155	2.76%	N/A	N/A	$46,500	N/A
Social	4,782	64	1.34%	$13,107.63	$48.56	$19,200	46.48%
Email	1,106	62	5.61%	$1,320	$21.29	$18,600	1309%
Other	3,017	57	1.89%	N/A	N/A	$17,100	N/A
Total:	**159,608**	**1731**	**2.09%**	**$174,521.52**	**$100.82**	**$519300**	**197.56%**

What a finished channel mix budget table looks like.

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It's also important to include a summary of your findings at the end to explain the results from the table. It might look something like this:

Summary of Findings:

The channel with the highest value combined with positive return on investment is organic search. It is important to note that although organic search brought in the highest revenue, de-investing in Google Display Remarketing Advertising resulted in a huge drop in course sign-ups as learned from a campaign experiment in the earlier years. It is therefore more productive to measure the performance of Display advertising with other metrics such as reach, frequency /impressions and traffic. This goes to social media (Facebook) advertising as well.

The organic search channel has also seen a high attribution value under the assisted conversions report, ranking second. This means that organic search is optimal during the first touch, middle touch, and last touch of the customer purchase journey. Thus, the strategy would be to hire another 3 Digital Marketing Specialists to build up the content hub and position the company as an authority in the industry. This would be more valuable in the long term than the spray-and-pray approach (targeting potential customers all over the internet based on demographics and custom search intent) with Display Advertising. However, it might be worthwhile to isolate on experimental campaign using the custom search intent targeting feature in Google Display Advertising.

Although the ROI of the paid search channel is lower than organic search, it did bring in a value of $33,900 with a positive return on investment as per CPA ($247.98). We can assume that we may have lost customers to competitors if they did not click on our paid search ads on Google, and that the customers gained may retum to purchase other courses, further bringing down the CPA when calculated against the customer lifetime value (CLV). Therefore, we will continue to invest heavily in Paid Search as long as the ROI is positive.

More content marketing efforts need to be put into social media channels such as Facebook, YouTube, and Linkedin to better engage audiences in the consideration/evaluation stages and drive more traffic and sign-ups. This initiative will be Integrated with the SEO and content development campaigns.

Now that we understand the end product, let's work backwards to understand the thought process that goes on at the beginning of a campaign when it comes to estimating the budget for each channel.

When you kick-off a new campaign, naturally, the table would be blank. The first step is therefore to determine your channel mix – i.e. which channels you would be using for the campaign. In order to pick the right channel mix, look at the results from your past campaigns – decide where your audience would best be targeted and go with the channels with the most promising results.

Once the channel mix is decided, the next step is to determine the **overall target value** you want to achieve after the campaign.

Using this target value, now estimate the value **each** of your selected channels would produce based, once again, on past data. This step is basically splitting the overall target value across each of the marketing channels in a realistic manner, to then have a **goal for the value each channel will produce** throughout the campaign. Remember, every big goal is made up of little ones done right.

Each channel's estimated ROI established, you'll now be able to determine how much money you'd want to **allocate to each channel** to **achieve the goal set for that channel**.

How to estimate the budget for overall strategy

By now, you'd probably have figured out that in order to estimate the overall budget, you'd simply have to add up the budget allocated for each channel mix to get your overall number.

Here's a table template for you to use in your own planning, as well as a summary table to explain the end-results from the table after your campaign is completed:

Channel	Traffic	Conversions	Conversion Rate	Cost	Cost Per Acquisition	Value	Return on Investment

A template you can use for your own budget estimations.

Summary of Findings:

A summary table you can use to explain the results from the table.

After arriving at the initial findings from this table after running your campaign through the selected channels in your mix, you'd want to not only record the results, but also understand why the channels produced the results they did and identify ways you can improve upon the results in each of the channels. This would bring us to the fifth and final step in your digital marketing strategy framework.

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Step 5: Evaluate and Optimise

Remember the S.M.A.R.T goals you set in 'Step 1: Define'? It's now time to check if your results from 'Step 4: Implement' are aligned with those goals. If they are, great. If not, it's time to evaluate why and then optimise.

To understand the results in the table above, you'd have to be familiar with the analytics platform you're using. The industry standard is Google Analytics, which might be daunting to use for the inexperienced digital marketer.

If you've got less than a year of experience under your belt in using Google Analytics, haven't passed the Google Analytics exams and want to know how to navigate it much better, consider enrolling in our **WSQ Digital Marketing Analytics Course**. You'll emerge with the Google Analytics Certification and become more confident in using the platform. For the more experienced user of Google Analytics, we offer an **Advanced Digital Marketing Analytics (GAIQ) Certification Course** to take your skills to the next level.

Optimising your website's conversions and conversion rates would require tracking tools that need to be installed using code. This can be a drag, especially if you aren't an expert coder. Marketers have found a way around this, through the use of a vital tool – Google Tag Manager.

Google Tag Manager can help you in installing conversion tracking tools on your website with ease. For instance, Google Tag Manager is able to install the JavaScript Code Tag, a tag that is needed to make Google Analytics work. Then there are also tags that are able to extract and send diverse information to multiple platforms, including Google Ads. Optimising your site's performance with Google Tag Manager may seem like an uphill task for an inexperienced user. We understand. That's why we've designed a Google Tag Manager Certification course that will get you up to speed.

As with any part of your digital marketing strategy, the evaluation and optimisation in step 5 would require a plan. To do this, we've created templates that you can use for each aspect of your marketing strategy to attain the best results.

An example of a **website analysis** together with suggestions to improve conversions and conversion rates:

Optimal Performance	Optimised? (Y / N)	Recommendations for Improvement
Website is user-friendly (i.e. easy to navigate around. Information is easy to find.)	N	Propose a user-experience/conversion rate optimisation specialist to consult web design team and propose improvement plans. Conduct usability testing and reporting to identify friction areas and improve UX design.

A website analysis together with suggestions to improve conversions and conversion rates.

Social Media Marketing (SMM):

Current SMM Metrics	New SMM KPIs	Recommendations for Improvement
Facebook Page active users have seen a 29% drop in the previous 28 days	Increase percentage of active users by 30% in 90 days	Post more engaging content, encourage sharing, and boost posts.

Audit the SMM campaign metrics and offer suggestions for improvements.

Now here are templates you can use to audit **each channel** in your campaign:

SEO:

Current SEO Metrics	New SEO KPIs	Recommendations for Improvement
Overall organic search engine click through rates at 10%	Increase overall organic search engine click through rates from 10% to 12%	Optimise titles with target keywords closer to the front of the title. Ensure organic search result snippet is ultra-relevant to search queries. Increase organic search engine rankings by building more backlinks and domain authority.

Audit the SEO campaign metrics and offer suggestions for improvements.

Digital Advertising:

Current Digital Advertising Metrics	New Digital Advertising KPIs	Recommendations for Improvement
Overall account click through rates are low at 0.74%	Increase click through rates to 1% by July 2020	Revise ad creatives more consistently (at least once a month) and target more relevant keywords to ad creatives

Audit the digital advertising campaign metrics and offer suggestions for improvements.

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Content Marketing:

Current Content Marketing Metrics	New Content Marketing KPIs	Recommendations for Improvement
Average time spent on site (session duration) at 3:32	Increase average time spent on pages to 5 minutes by July 2020	• Create more internal links to more relevant (related) articles for blogposts • Include videos on course landing pages • Include audio format on blogposts

Audit the content marketing campaign metrics and offer suggestions for improvements.

Feel free to copy the structure of these templates when doing your own evaluation and optimisation.

And there you have it. We've come to the end of the 5-Step Digital Marketing Strategy Framework.

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Signing up for this programme enables you to:

✓ Connect with industry experts and gain comprehensive insights on digital marketing

✓ Shorten your learning curve through hands-on practice and real world examples

✓ Gain access to complimentary clinic sessions and lifetime access to course resources

✓ Get career assistance and job placements in the digital marketing-related roles

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