



Department for
International Trade

Creating an Impactful Digital Marketing Strategy

Value, Targeting and Application



Today We Will Be Working Towards:

Creating a Channel Forecasting and Measurement Plan

ACTIVITIES						MEASUREMENTS							FORECASTS							
Goal	Product / Offering	Audience	Territory	Channel	Content	Frequency	Expected Distribution Volume (per activity)	Expected Investment (per activity)	Investment (per unit)	Expected Conversion Rate	Forecast # Leads	Expected Lead-to-Conversion Success Rate	Expected Avg Order Value	Expected # Conversions	Revenue (Per Activity)	Cost Per Lead	Cost Per Conversion	ROI	Total Spend/Budget (Annual)	Total Revenue (Annual)
0	0	0	0	0	0	Monthly	50	€ 1,000	€20.00	8.0%	4	25%	€ 6,000	1.0	€ 6,000	€ 250	€ 1,000	500%	€ 12,000	€ 72,000
0	0	0	0	0	0	Monthly	60	€ 1,500	€25.00	5.0%	3	25%	€ 6,000	0.8	€ 4,500	€ 500	€ 2,000	200%	€ 18,000	€ 54,000
0	0	0	0	0	0	Monthly	45	€ 5,000	€111.11	20.0%	3	25%	€ 6,000	2.3	€ 13,500	€ 556	€ 2,222	170%	€ 60,000	€ 162,000
0	0	0	0	0	0	Bi-Annual	100	€ 500	€5.00	3.0%	3	25%	€ 6,000	0.8	€ 4,500	€ 167	€ 667	800%	€ 1,000	€ 3,000
0	0	0	0	0	0	Quarterly	100	€ 500	€5.00	2.0%	2	10%	€ 6,000	0.2	€ 1,200	€ 250	€ 2,500	140%	€ 2,000	€ 4,800
0	0	0	0	0	0	Monthly	30	€ 750	€25.00	4.0%	1.2	25%	€ 6,000	0.3	€ 1,800	€ 625	€ 2,500	140%	€ 3,000	€ 21,600
0	0	0	0	0	0	Quarterly	100	€ 500	€5.00	3.0%	3	25%	€ 6,000	0.8	€ 4,500	€ 167	€ 667	800%	€ 2,000	€ 18,000
														€ 36,000			333%	€ 104,000	€ 341,400	



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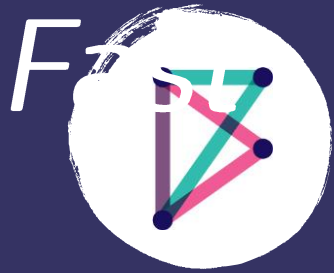
*“Strategy is only
real when
realised.”*



**FOOTPRINT
DIGITAL** 
MAKE MORE MONEY ONLINE



“Fail”



Agenda:

9.30am - 10am – Introduction & Day 1 Recap

10am – 10.30am - Exploring Marketing Channels

10.30am – 10.45am – Tea/Coffee Break

10.45am - 11.15am - Revisiting Goals, Products & Audiences

11.15am- 11.45am – Channel Selection Activity

11.45am – 12pm – Customer Anxieties, Sales Messages & Call To Actions

12pm – 12.30pm – Types of Content Selection

12.30pm – 1.30pm – Lunch Break

1.30pm – 1.50pm – Core Performance Calculations

1.50pm – 3pm – VCT Priority + Channel Plan Forecasting & Measurement

3.15pm – 3.30pm - Summary & Next Steps



Day 1

Principles of
Digital Marketing

How to Structure Your
Digital Marketing
Department for
Success

Re-visited the
Business
Questions

Auditing Current
Performance

Brand Positioning



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Exploring Marketing Channels





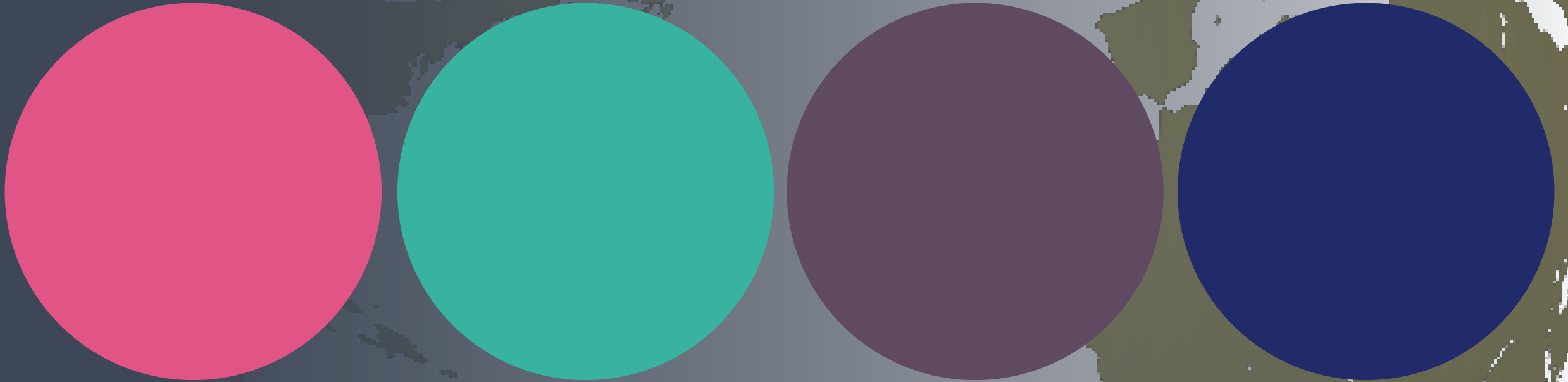
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Time for Tea.





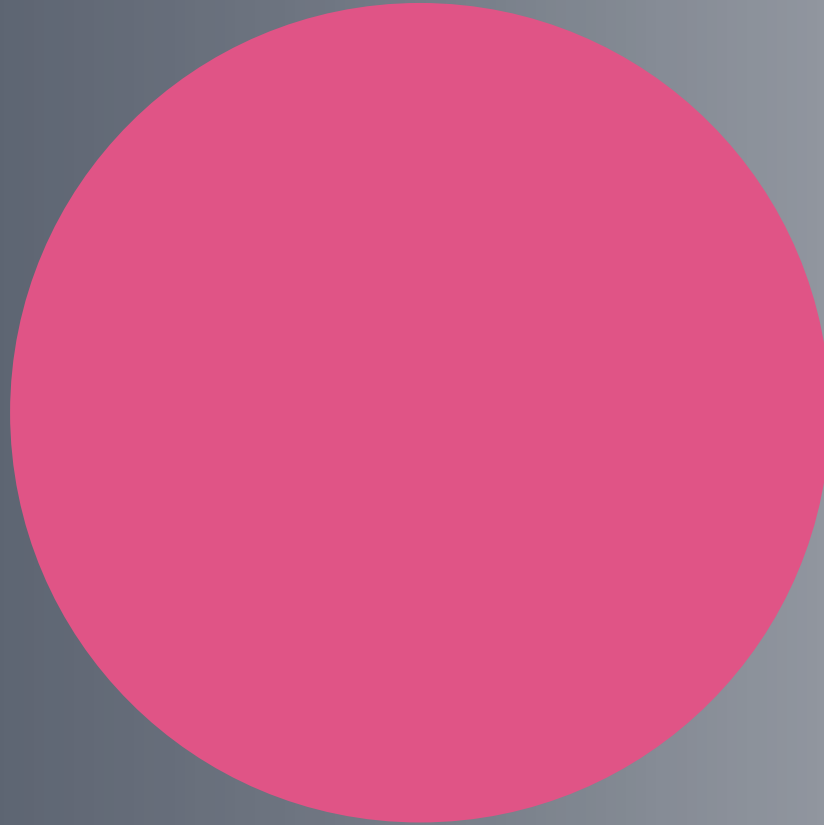
Revisiting Global Goals





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Selected Global Goal



Revisiting Products



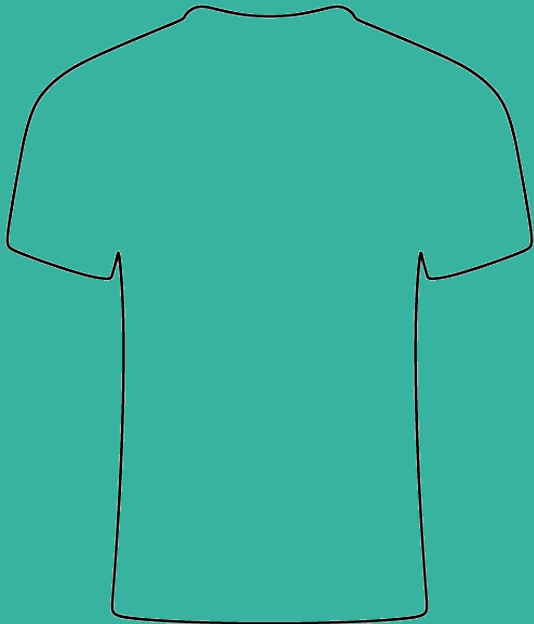
Selected Product/s





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Revisiting Your Audience





Selected Audience Profile

POPPY



- 18 – 35 year old women living in London and the South East.
- Passionate about all things health, fitness and wellbeing
- They use social media to find inspiration from influencers, publications and brands

Estimated audience size of 1.5m

Social media behaviour

Love to share what they're up to on a daily basis using Instagram to engage with brands and influencers.





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Step One: Channel Plan Overview



Global Goal	Product	Audience	Territory



Goal	Product	Audience	Territory	Priority



Channel Selection

Discovery

Piggy Backs

Offline
Broadcast

Existing
Contacts

Content
Strategy

Human
Relationships



Goal	Product	Audience	Territory	Channel



Goal	Product	Audience	Territory	Channels	Customer Anxieties	Sales Messages	Call to Actions

Content Format Selection





Goal	Product	Audience	Territory	Channels	Customer Anxieties	Sales Messages	Call to Actions	Content Format



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Lunch Time.



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DIGITAL**

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Core Performance Calculations





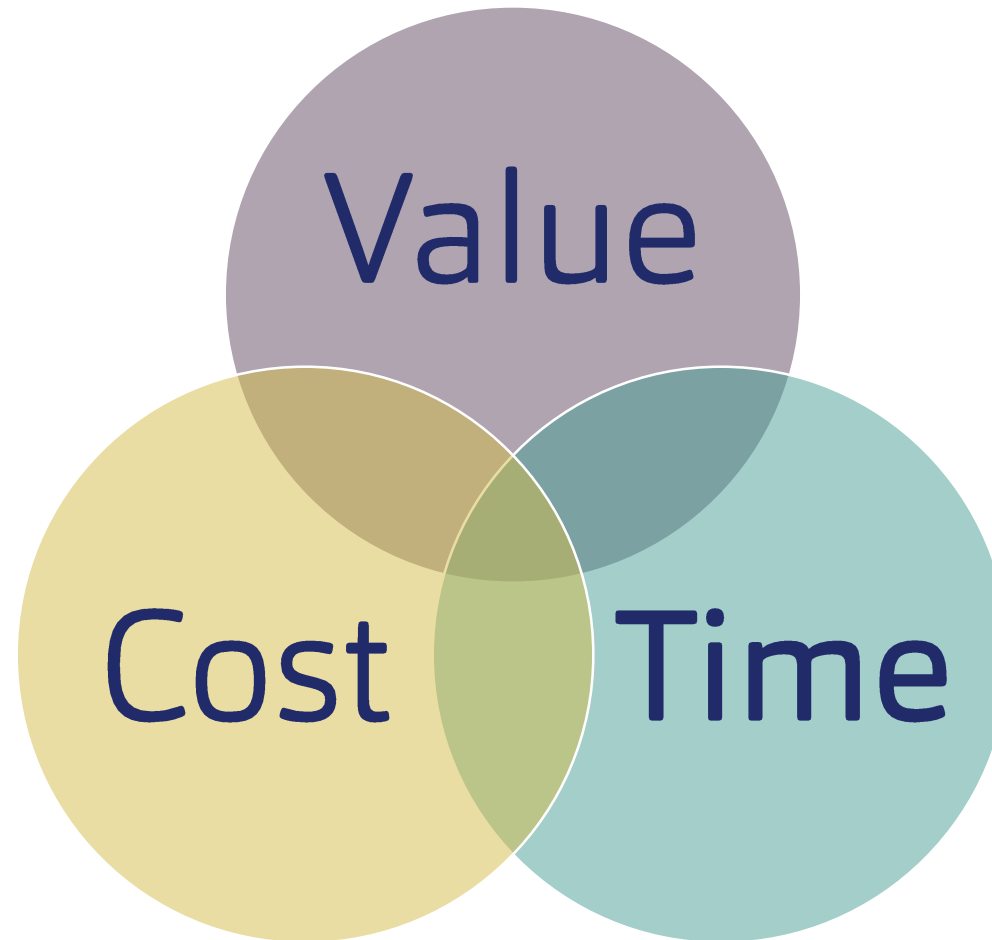
Step Two:

Channel Plan VCT
Priority

Value



How to Prioritise?



High

Medium

Low



Step Three: Channel Plan Forecasting and Measurement





Frequency	Cost	Volume	Conv. Rate	Conv.	Revenue.	Net Profit	ROI



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Bringing It All Together.



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