

A Digital Planning Process

ASSESS YOUR SITUATION

Macro Environment: be aware of wider trends

Political Economical Social Technological Environmental Legal

Micro Environment: understand the primary actors in your world

Customers	Competitors	Company	Market Channels	Intermediaries
Demand Analysis Understand needs Channel Prefs / habits Build personas Breathe their oxygen!	Competitive capability? (agility x reach) Time to market SWOT How are they acquiring, retaining, converting?	SWOT – See Malcolm Bell Revenue Model 7 Ss analysis		Any popular portals with high traffic? Consider dis & re-intermediation

Situation Result = a diagnosis of your primary problem

SET SMART GOALS

These models can help you identify goals with relevance to your business

The Ansoff Matrix

Market	Penetration	Increase share, loyalty, value
	Development	Sell to new segments, new customers
Product	Development	Add value to existing products Create new products for existing customers
	Diversification	New products to new customers Upstream / downstream

The 5 Ss

Sell	New Markets / Cross-selling
Serve	Reduce cost to serve / Increase efficiency
Speak	Get customer insight
Save	Lower admin, print, postage, selling costs
Sizzle	Extend & reinforce your brand online

CREATE YOUR STRATEGY

Segmentation

Group customers by their expected response to your strategy

Consider grouping by:

- Behaviour
- Need
- Value: AOV, current, future
- Channel Preferences
- Lifecycle stage
- Psychographics
- Demographics

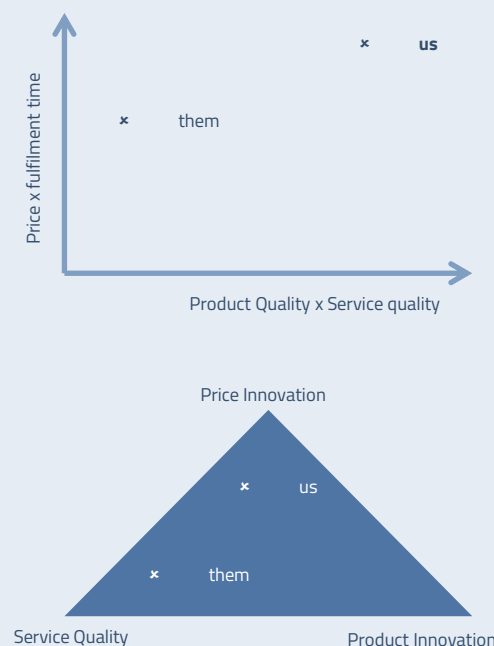
Targeting

Select attractive segments to support growth and value



Positioning

State a unique position to occupy in your customer's mind. Keep it simple!



Sanity check

Give your strategy a final check before proceeding – to be sure you can execute.

Fit to company
Strengths
Structure
Culture / values

Viability

Value potential
Time to positive cash flow
Funding / personnel required

Strategy Result = a guiding policy on how to overcome your primary problem

+Online Value Proposition: the value customers can only get from your digital presence

SELECT THE BEST COMMS MIX

Assess channels according to the following attributes and build an integrated mix

Quality

Attention-getting capability
Conveying & stimulating emotions
Information content and detail
Credibility/ prestige/image
Clutter

Time

Short lead time (to place)
Long exposure time (by the recipient)

Flexibility

Appeal to multiple senses
Personalisation
Interactivity

Coverage

Selectivity
Pass-along audience (e.g. viral effect)
Frequency/repeat exposure
Average reach

Cost

Production
Delivery

Plan where you can help your customer's journey to discover the product (think ZMOT / UMOT)

Unaware

Display
PR
Paid Search
Offline

Aware

SEO
Affiliate
Content

Supplier Search

SEO
Affiliates
Aggregators

Evaluation

Buyers' guides
Product information
Reviews / Ratings
Faceted search

Purchase

Security
Convenience
Flexibility

Mix Result = a list of actions and responsibilities.