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Digital Marketing Planning



What is planning?

“A strategy without a plan is simply an idea”



Consider these:

1. Where are we now?
2. Where do we want to get out?
3. How do we get there?

The Planning process: 1) Vision-based

The process of **creating a vision** and following a clear **six stages** process of delivering it



Stage 1 - Identify your **vision** statement

Stage 2 - Produce your **mission** statement

Stage 3 - Establish your primary **goals**

Stage 4 - Create specific **objectives** and **strategies** to reach each goals

Stage 5 - Implement **action plans** to fulfill each strategy

Stage 6 - Put the action into effect (implement), **evaluate and evolve**

Example of Vision-based plan



Stage 1	Identify your VISION statement	To be millennial's favorite place to enjoy coffee
Stage 2	Produce your MISSION statement	We provide the most delicious coffee in Jakarta for millennial anywhere and anytime
Stage 3	Establish your primary GOALS	Increase brand awareness of Bakrie Coffee in Jakarta within target audience 18 – 35 y.o within 6 months after launching.
Stage 4	Create specific objectives and strategies to reach each goals	<ul style="list-style-type: none">• Achieve 600,000 website visit within 6 months using paid search• Increase Instagram follower to 15,000 withing 6 months• Get 1 million views of total web series in Youtube and social media in 6 months• Achieve 1 million impression of display ads Google network resulting 15% click to website within 6 months
Stage 5	Implement action plans to fulfill each strategy	Build image and video series of coffee-lovers marketing campaign for paid search, social media and display.
Stage 6	Put the action into effect, evaluate and evolve	Build the campaign, select target audience, budget, launch, test and measure

The Planning process: 2) Real-time

- A plan that **retains fluidity** to your planning process to ensure your plans are malleable to the circumstances.
- “**Casual**” version of vision-based, keep the planning process “alive”
- More flexible!



Strategy stays **highly relevant** and can change quickly to **meet current insight**



- Lack of documentation, create **confusion**
 - No fully formed document to share externally
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Example of vision-based vs real-time

A company decides that it wants to grow its digital footprint

Stages		Vision-based	Real-time
Stage 1	Goal – establish opportunity	Research consumers & market, internal audit, resource commitment	Research consumers & market, internal audit, resource commitment
Stage 2	Development of strategy	Structure the strategy & prepare the formal documents	Begin test and learn
Stage 3	Finalize strategy	Commit budget and finalize full long-term plan (can be 5 years)	Commit budget and finalize short term plan (can be 1-3 years)
Stage 4	Delivery	Work to plan with limited deviation	Continue to evolve and change direction as needed
Stage 5	Result	Delivered as per plan but possibly now out of date, a new strategy is needed	Delivered in evolved state, which can continue within minimal work but high cost
Stage 6	Review	Continues review in longer term period	Continues review in shorter term period

The phased approach

> Splitting your strategy into key development phases



**Calendar-based
phasing**



**Themed-based
phasing**



**Business-based
phasing**

VISION-BASED APPROACH

Example of Vision-based plan



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STEP 1 & 2 – VISION & MISSION



Vision: expression of desired future

“To be millennial’s favorite place to enjoy coffee”



Mission: expression of current state

“We provide the most delicious coffee in Jakarta for millennial anywhere and anytime”

Stage 3 - Goals

- High-level statements about what you need to achieve to deliver your vision
- 4Rs: **R**elevant, **R**esonating, **R**esponsive, **R**ecognizable



Common goal used in Marketing Communication:

- Increase brand awareness
- Improve brand images



“Increase brand awareness of Bakrie Coffee in Jakarta within target audience 18 – 35 y.o. within 6 months after launching”

STAGE 4 – Objectives & Strategies

Objective: Where you start to build specific plans (**SMART**)

Strategies: The plans that spell out how you will achieve your objectives



Objectives	Strategies
Achieve 600,000 website visit within 6 months using paid search	Create paid search strategy
Increase Instagram follower to 15,000 withing 6 months	Create a social media strategy
Get 1 million views of total web series in Youtube and social media in 6 months	Create web series video for Youtube campaign
Achieve 1 million impression of display ads Google network resulting 15% click to website within 6 months	Create image ads (display) for Google network

STAGE 5 – Action plan

> Specific pieces of work that will be done within each strategies



Strategies	Action plan
Create paid search strategy	<ul style="list-style-type: none">• Prepare brand persona and 10 targeted Keywords• Prepare headline & description for the targeted keywords
Create a social media strategy	<ul style="list-style-type: none">• Prepare social media content plan• Increase #posting twice a day in peak time• Improve caption and material according to campaign
Create web series video for Youtube ads campaign	<ul style="list-style-type: none">• Prepare video series to be roll out as Youtube ads
Create display ads in Google network	<ul style="list-style-type: none">• Prepare images based on video series to be placed in Google network and social media

STAGE 6 – Controls, people, budgeting

Control	<ul style="list-style-type: none">• Implement a documented management approach e.g. using gant-chart, table, etc.• Reporting and measurement (weekly, bi-weekly, monthly)• Quarterly review• Risk management & contingency planning
People	<ul style="list-style-type: none">• Do we have enough people and who should look after which part of the process?• Skill set for implementation: expert channel, good communications• Skill set for leaders: understand each and every area of the strategy• Calculate number of hours available for delivery of action plan
Budgeting	<ul style="list-style-type: none">• Digital marketing spend; media costs & agency fees• Master budget – static document for control purpose• Forecasting – trend-based model, rolling performance• Review actual cost



**GOOD LUCK ON YOUR
MID-TEST (UTS)**