

# The E-Marketing Plan

Chapter 3

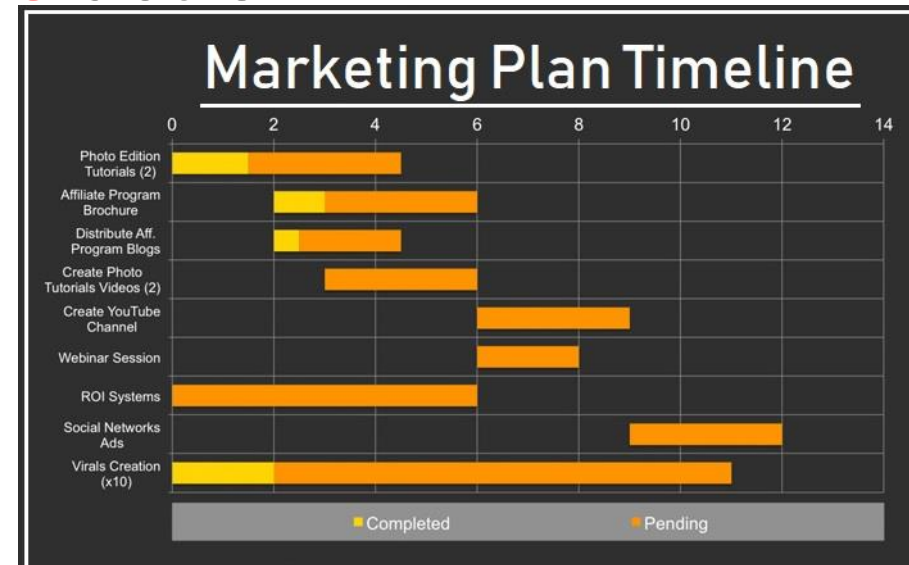
By

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# The Marketing Planning Process

## 3 Steps

- Marketing Plan **Creation**
- Marketing Plan **Implementation**
- Marketing Plan **Evaluative/Corrective** action



# E-Marketing Planning Process

- The e-marketing plan is a blueprint for e-marketing strategy formulation and implementation.
  - Links the firm's e-business strategy with technology-driven marketing strategies
- The plan serves as a road map to guide the firm, allocate resources, and make adjustments.

# Type of E-Marketing plans

- Napkin Plan
  - Entrepreneurs may jot down ideas on a napkin or pad of paper.
  - Large companies might create a just-do-it, activity-based, bottom-up plan.
  - These ad hoc plans may work and are sometimes necessary, but not recommended.
- The Venture Capital E-Marketing Plan is a more comprehensive plan for those seeking start-up capital and long-term success

# Source of Funding

- Where does an entrepreneur go for capital?
  - Bank loans
  - Private funds
  - Angel investors
  - Venture capitalists (VCs)

# ESP Framework: 7 Steps of E-Marketing Plan

1. Situation analysis
2. E-marketing strategic planning
3. Objectives
4. E-marketing strategy
5. Implementation plan
6. Budget
7. Evaluation plan

# Step 1: Situation Analysis

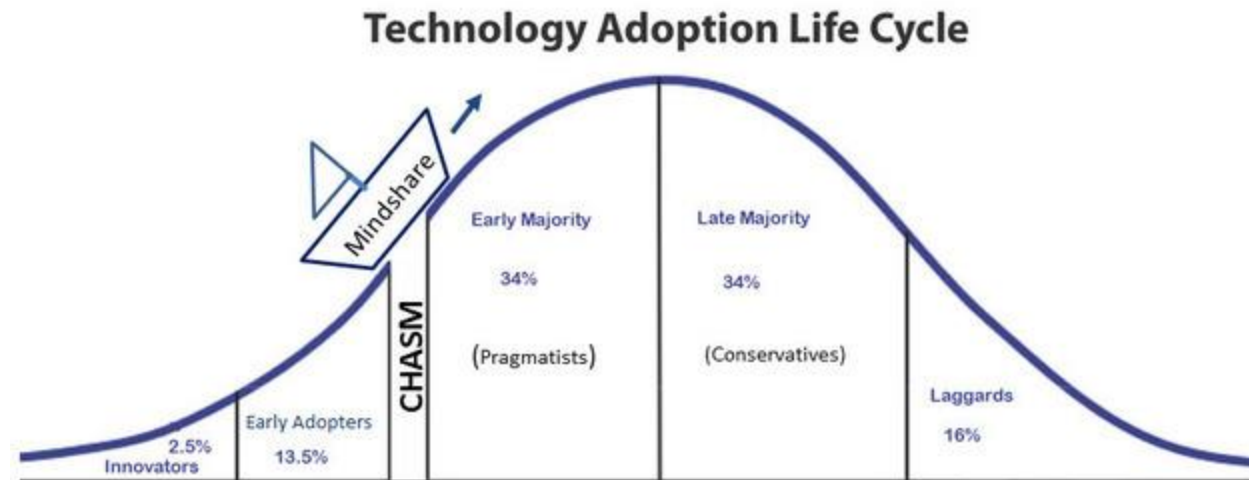
- Environmental Analysis
  - A good place to start is with PESTLE.
- SWOT analysis.
  - SWOT examines the company's internal strengths and weaknesses and looks at external opportunities and threats.

## Step 2: Strategic Planning

You analyze the GAP and then you decide how to

- Segment
- Target
- Differentiate and Position within the

the GAP





# Step 3: Objectives

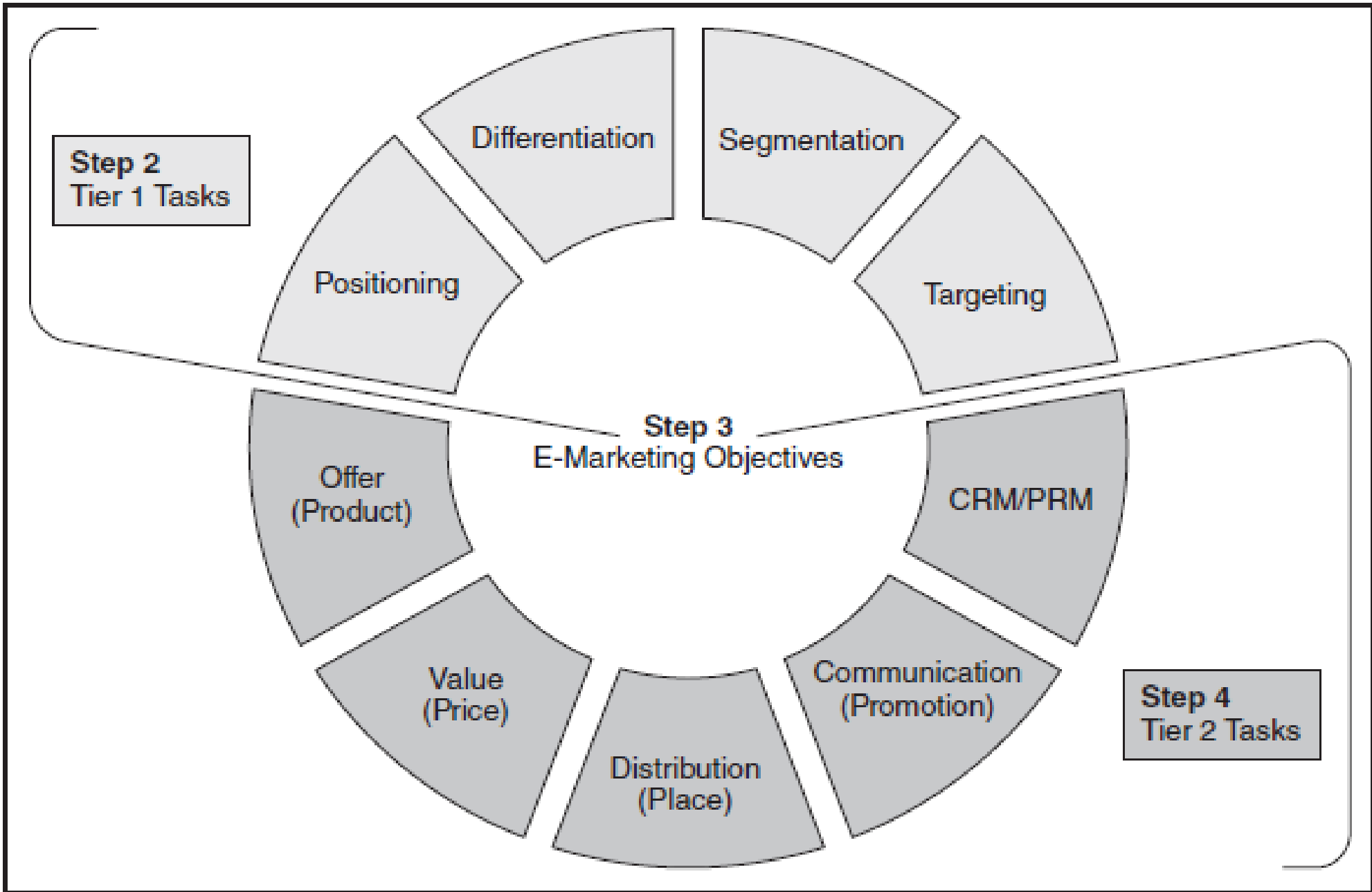
- An objective in an e-marketing plan may include the following aspects:
  - Specific Task (what is to be accomplished?).
  - Measurable quantity (how much).
  - Attainable (is it really doable?)
  - Realistic (does it fall under my area of expertise?)
  - Time frame (by when?).

# E-Marketing objectives

- Most e-marketing plans have multiple objectives: for e.g:
  - Increase market share.
  - Increase the number of comments left on a blog.
- Increase positive comments .
- Increase sales revenue.
- Reduce costs.
- Achieve branding goals.
- Increase database size.
- Achieve customer relationship management goals.
- Improve supply chain management.

# E-Marketing Strategies

- Strategies related to the 4 Ps and relationship management to achieve objectives.
  - **Product** strategies: merchandise, content, services or advertising on its Web site.
  - **Pricing** strategies: dynamic pricing and online bidding.
  - **Place** (Distribution) strategies: direct marketing and agent e-business models.
  - **Promotion** (Marketing communication) strategies.
- Relationship management strategies



# Step 5: Implementation Plan/Action Plan

- Tactics are used to achieve plan objectives.
  - Marketing mix (4 Ps) tactics.
    - Relationship management tactics.
    - Marketing organization tactics.
      - Staff, department structure.
    - Information-gathering tactics.
      - Website forms, cookies, feedback e-mail, social media comments and likes, etc.
      - Web site log analysis, business intelligence and secondary research.

# Step 6: Budget

- The plan must identify the expected returns from marketing investments, in order to develop:
  - Cost/benefit analysis
  - ROI calculation
  - Internal rate of return (IRR) calculation
  - Return on marketing investment (ROMI)

# Step 7: Evaluation Plan

- Marketing plan success depends on continuous evaluation.
  - E-marketers must have tracking systems in place to measure results.
  - Various metrics relate to specific plan goals.
- Today's firms are ROI driven.
  - E-marketers must show how intangible goals will lead to higher revenue.
  - Accurate and timely metrics can help justify expenditures.

Thank You