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 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