What matters the Digitization...

- Introduction
- Digital Strategy Funnel
- Digital Blueprint (Plan)
- Customer`s Reach
- Digital Accelerate (Act)
- Conversion Strategy (Convert)
- Engagement Lifecycle
- Digital Next?
Through the download of Digital Marketing Plan document - Congratulate for taking a step ahead for digital marketing strategy that helps in improvising eBusiness. Lemonoids provides opportunities through different strategy and planning documents (as an advice) to boost online presence and internet based businesses. It’s a sample digital marketing strategy and plan to act on Research and Development, Website Quality Audits, Link Building Strategies, Paid Advertisements, Social Enhancements, Email & Affiliate Marketing.

With recent research and digital survey, it’s been surprising and shocking that eBusinesses are executed digital marketing without a plan. (And it’s a big dumb for online presence) – Commonly it’s a big RISK.

Our digitization process defined step-by-step is an agile or systematic approach to gain productivity, improve sales, generate leads and maximize ROI. With Lemonoids Digital Planning Framework (Digital Strategy Funnel, Digital Blueprint, Customers Reach, Digital Accelerate, Conversion Strategy, Engagement Lifecycle and Digital Next?) These digital segments quantify and qualify the case to reach “Next level of Marketing”.
Digital Strategy

Funnel

Digital Blueprint

Customer's Reach

Digital Accelerate

Conversion Strategy

How do we want to grow our online business?

Acquisition Strategy to build Web Presences

Connect Visitors for Conversion

Retain Customers for Repetitive Sales
**Key Digital Strategies:** How do we want to grow our online business?

<table>
<thead>
<tr>
<th>REACH customers</th>
<th>ACT Achieve interaction</th>
<th>CONVERT to Lead or Sale</th>
<th>ENGAGE through time</th>
</tr>
</thead>
</table>

**Marketplace Analysis:** How well are we using digital media now?

<table>
<thead>
<tr>
<th>Audience and customer analysis</th>
<th>Competitor benchmarking</th>
<th>Online partner analysis</th>
<th>SWOT: Own digital marketing review</th>
</tr>
</thead>
</table>

**Objective Setting:** Which goals and KPIs should we use?

<table>
<thead>
<tr>
<th>Target Audience and Marketplace</th>
<th>Goal setting and evaluation</th>
<th>Google Analytics</th>
<th>Managing digital marketing</th>
</tr>
</thead>
</table>

**Strategy:** How can we achieve our goals?

<table>
<thead>
<tr>
<th>Segmentation and targeting</th>
<th>Brand Value</th>
<th>Engagement and content strategy</th>
<th>Integrated communication strategy</th>
</tr>
</thead>
</table>
### 2. **Tactics:** Which digital marketing activities do we optimize?

<table>
<thead>
<tr>
<th>REACH</th>
<th>ACT &amp; CONVERT</th>
<th>ENGAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Acquisition Strategy to build Web Presences</strong></td>
<td><strong>Connect Visitors for Conversion</strong></td>
<td><strong>Retain Customers for Repetitive Sales</strong></td>
</tr>
<tr>
<td>Search Engine Optimization</td>
<td>Conversion Rate Optimization</td>
<td>Content Marketing Strategy</td>
</tr>
<tr>
<td>Pay Per Click (PPC)</td>
<td>Ecommerce management</td>
<td>eNEWS letters and Promotional emails</td>
</tr>
<tr>
<td>Online Brand Advertising</td>
<td>Lead generation techniques</td>
<td>E-contact strategy</td>
</tr>
<tr>
<td>PR &amp; Content Marketing</td>
<td>Home page optimization</td>
<td>Customer Service and Support</td>
</tr>
<tr>
<td>Social Media Marketing</td>
<td>Landing page optimization</td>
<td>Mobile and Apps Marketing</td>
</tr>
<tr>
<td>Affiliate and Partner marketing</td>
<td>AB and multivariate testing</td>
<td>Social Relationship Networking</td>
</tr>
</tbody>
</table>
Acquisition Strategy to build Web Presences

- Search Engine Optimization
- Pay Per Click (PPC)
- Online Brand Advertising
- PR & Content Marketing
- Social Media Marketing
- Affiliate and Partner marketing
## Search Engine Optimization

### Strategy

<table>
<thead>
<tr>
<th>Target and Audience Segments</th>
<th>Backlink Audit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analyzing Business Competitors</td>
<td>Content and Conversion Audit</td>
</tr>
<tr>
<td>Keyword Research and Implementations</td>
<td>Business Goals and Performance Assessment</td>
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<tr>
<td>SEO Audit</td>
<td>Strategic Project Plan and KPI Creation</td>
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</tbody>
</table>

### Conversion

<table>
<thead>
<tr>
<th>Conversion Audits</th>
<th>Content Optimization and Split-Testing</th>
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<tbody>
<tr>
<td>Content Strategy</td>
<td>Landing Page Optimization</td>
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</tbody>
</table>

### Content

<table>
<thead>
<tr>
<th>Business and Product Content</th>
<th>Articles, Press Release and Whitepapers</th>
</tr>
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<tbody>
<tr>
<td>Product Review &amp; Guest Posting</td>
<td>Landing and Sales Pages</td>
</tr>
<tr>
<td>Visual and Video Content</td>
<td>Viral Content and Podcast</td>
</tr>
<tr>
<td>Webinars and Slide shares</td>
<td>Microsites, Community Engage</td>
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</tbody>
</table>
## Optimization

<table>
<thead>
<tr>
<th>Website Quality Audits</th>
<th>Content Optimization</th>
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<tbody>
<tr>
<td>Mobile App Optimization</td>
<td>Social Media Enhancements</td>
</tr>
<tr>
<td>Analytics Insights</td>
<td>Conversion and Measures</td>
</tr>
</tbody>
</table>

## Authority, Trust & Engagement

<table>
<thead>
<tr>
<th>Authority Strategy Development</th>
<th>Link Acquisition</th>
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<tbody>
<tr>
<td>Digital Media Relations</td>
<td>Content Syndication</td>
</tr>
<tr>
<td>Social Promotion</td>
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</tbody>
</table>
Social Media Marketing

Research and Understand the Audience

Social Strategy & Integration

Connect, Share & Engage

Social Media Networking & Trafficking

Social Analytics & Insights Reporting

Inter-link Social Profiles & Platforms

Microblogging & Content Marketing

10x Publishing and Hashtag Keywords

Schedule micro-links & Target globally
Digital Marketing Strategy & Plan

Key Digital Strategies

Achieve Interaction

Generate Lead or Sale

Conversion Rate Optimization

Marketplace Analysis

Competitor Benchmarking

Online Partner Analysis

Ecommerce management

Objective Setting

Goal Setting & Evaluation

Google Analytics

Lead generation techniques

Strategy

Brand Value

Engagement & Content strategy

Landing page optimization

Plan

Act

Convert

Evaluate
Conversion Strategy

Activities that drive relevant traffic to your online properties

Social Media Marketing
Email Marketing
Mobile Marketing
Paid Advertising
Search Marketing

Usability and User Centric Design
Performance Management
A/B Testing
Analytics
Net Advertising Score
Customer Satisfaction
Digital Blueprint
- Online Business Growth

Customer`s Reach
- Acquisition Strategy to build Web Presences
  - Mobile & Apps
  - Online Ads
  - Social Media
  - Search Engine

Digital Accelerate
- Connect Visitors for Conversion
  - Lead Generation/Campaign Planning
  - Review Customers Journey to increase conversions
  - Improve Customers Interaction on Website and Social Media

Conversion Strategy
- Conversion Rate Optimization
  - Usability and User Centric Design
  - Performance Management & Analytics
  - User/Visitor or Customer Satisfaction
  - Net Advertising Score
  - Landing Page A/B Testing

Digital Marketing Strategies and Plan
- Customer Interaction and Value
- Key Digital Strategies
- Marketplace Analysis
- Goals and KPIs
- Digital Strategy
- Usability and User Centric Design
- Performance Management & Analytics
- User/Visitor or Customer Satisfaction
- Net Advertising Score
- Landing Page A/B Testing
Digital NEXT?

The Future is Digital Transformations
THANK YOU