

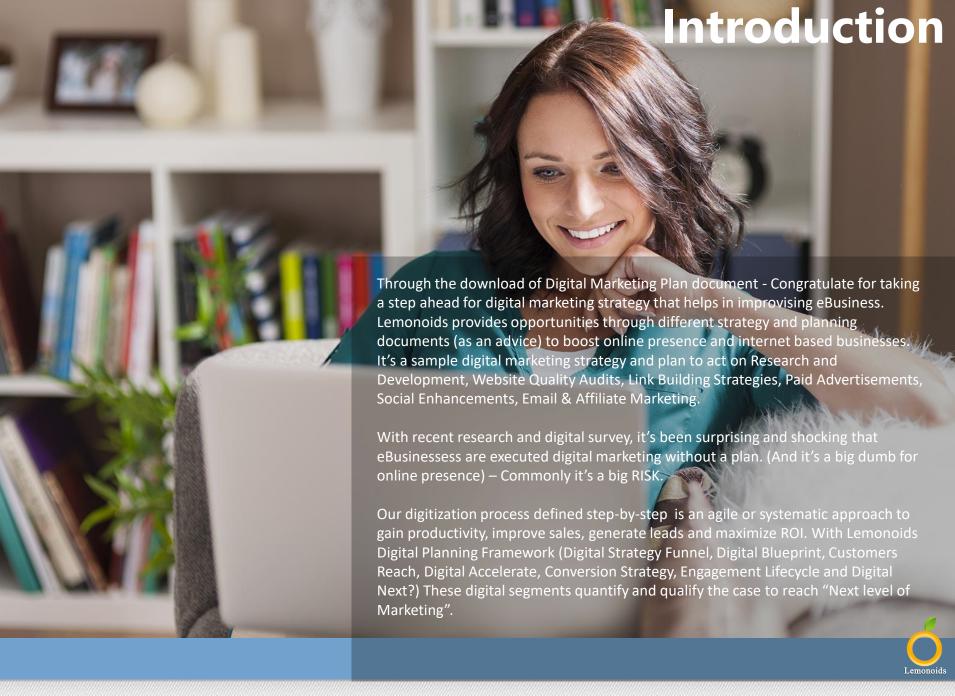
# DIGITAL MARKETING STRATEGY & PLAN



# What matters the Digitization...

- Introduction
- Digital Strategy Funnel
- Digital Blueprint (Plan)
- Customer`s Reach
- Digital Accelerate (Act)
- Conversion Strategy (Convert)
- Engagement Lifecycle
- Digital Next?







# Digital Marketing Strategy Funnel

Digital Blueprint

How do we want to grow our online business?

Customer's Reach

Acquisition Strategy to build Web Presences

Digital Accelerate

Connect Visitors for Conversion

**Conversion Strategy** 

Retain Customers for Repetitive Sales



#### Key Digital Strategies: How do we want to grow our online business?

| REACH     | ACT                 | CONVERT         | ENGAGE       |
|-----------|---------------------|-----------------|--------------|
| customers | Achieve interaction | to Lead or Sale | through time |

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

| Audience and      | Competitor   | Online partner | SWOT: Own digital |
|-------------------|--------------|----------------|-------------------|
| customer analysis | benchmarking | analysis       | marketing review  |

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

| Target Audience and Goal setting and Goog Marketplace evaluation | gle Analytics Managing digital marketing |
|--|--|
|--|--|

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

| Segmentation and |             | Engagement and   | Integrated    |
|------------------|-------------|------------------|---------------|
| targeting        | Brand Value | content strategy | communication |
|                  |             |                  | strategy      |



# igital **Blueprint**

### **Tactics**: Which digital marketing activities do we optimize?

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



## Customer's Reach





### **Search Engine Optimization**

# Strategy

| Target and Audience Segments         | Backlink Audit                               |
|--------------------------------------|--|
| Analyzing Business Competitors       | Content and Conversion Audit                 |
| Keyword Research and Implementations | Business Goals and Performance<br>Assessment |
| SEO Audit                            | Strategic Project Plan and KPI Creation      |

# Conversion

| Conversion Audits | Content Optimization and Split-Testing |
|-------------------|--|
| Content Strategy  | Landing Page Optimization              |

# Content

| Business and Product Content   | Articles, Press Release and Whitepapers |
|--------------------------------|---|
| Product Review & Guest Posting | Landing and Sales Pages                 |
| Visual and Video Content       | Viral Content and Podcast               |
| Webinars and Slide shares      | Microsites, Community Engage            |



## Search Engine Optimization

# **Optimization**

| Website Quality Audits  | Content Optimization      |
|-------------------------|---------------------------|
| Mobile App Optimization | Social Media Enhancements |
| Analytics Insights      | Conversion and Measures   |

# **Authority, Trust & Engagement**

| Authority Strategy Development | Link Acquisition    |
|--------------------------------|---------------------|
| Digital Media Relations        | Content Syndication |
| Social Promotion               |                     |

#### Search Engine Marketing





#### Social Media Marketing

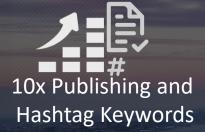


Schedule micro-links & Target globally



Research and Understand the Audience











Microblogging & Content
Marketing



Social Media Networking & Trafficking

Inter-link Social Profiles & Platforms



# Digital Accelerate



Plan



Act



Convert



**Evaluate** 

Key Digital Strategies

Marketplace Analysis

> Objective Setting

Strategy

Achieve Interaction

Competitor Benchmarking

Goal Setting & Evaluation

**Brand Value** 

Generate Lead or Sale

Online Partner Analysis

Google Analytics

Engagement & Content strategy

Conversion Rate Optimization

Ecommerce management

Lead generation techniques

Landing page optimization



# **Engagement Lifecycle**





The Future is Digital Transformations







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#### THANK YOU