

# STRATEGIC DIGITAL MARKETING PLANNING

Code: SMP

c o u r s e



## ***What will you learn?***

By the end of this course you will be able to do the following:

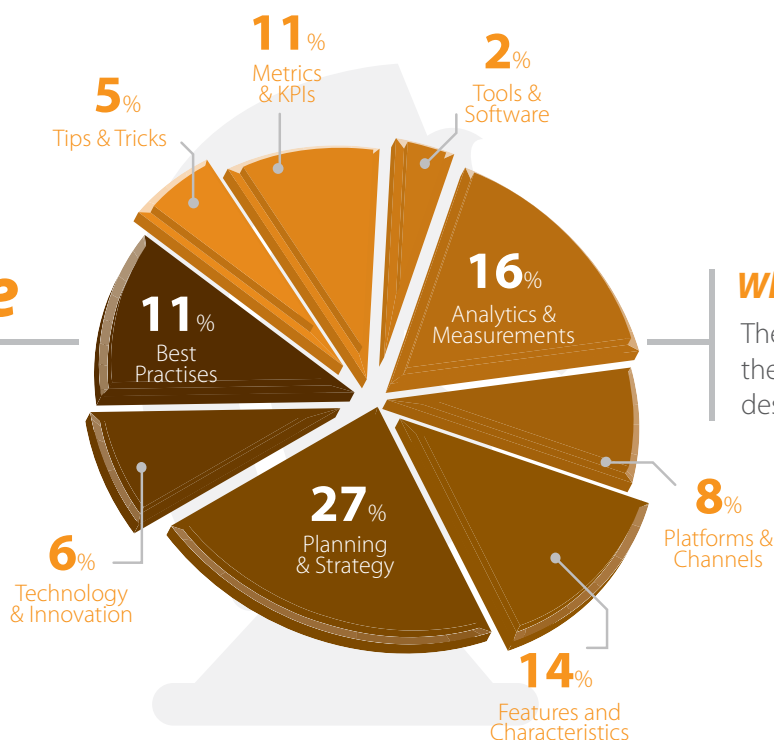
- Learn the essentials of the international SOSTAC media planning model
- Do digital situation analysis covering the SWOT, PEST, and competition analysis
- Do objective setting using the 5Ss model using SMART digital objectives.
- Development strategies including segmentation, targeting and positioning
- Understand the core characteristics of the main digital marketing tactics.
- Adapt social media, online ads, search, email, and mobile in your plan.
- Implement the online media mix model to do your annual media plans.
- Control your plan through monitoring, measuring and benchmarking.
- Using Google analytics to analysis campaign performance.

## ***Who Should Attend?***

- Marketing Manager .
- Brand Manager.
- Media Manager.
- PR Manager.
- Digital Marketing Manager.
- Digital Marketing Team.



# Knowledge Structure



## What can you expect?

The Knowledge Structure of the courses content has been designed as the shown figure.

## Course content:

### SOSTAC planning model essentials

#### Situation analysis

- Review corporate and marketing KPIs.
- SWOT analysis best practice.
- PEST factors analysis essentials.
- Competitor analysis and market research .

#### Objectives setting

- How to set SMART objectives

#### The 5S's objectives planning model

- Sell - grow your sales.
- Serve - add value to customers.
- Speak - get closer to customers.
- Save - reduce your operation costs.
- Sizzle - extend your brand online.

#### Strategies developing

- Market segmentation and targeting.
- Positioning and branding essentials.
- Using sequence & integration strategies.
- Acquisition versus retention strategy.

### Tactics developing

- The different digital tactics to reach online customers.

#### Channels characteristics for planning

- Online presence rules.
- Social media marketing characteristics.
- Online advertising characteristics.
- Search engine marketing characteristics.
- Mobile marketing characteristics.
- Email marketing characteristics.
- Content marketing characteristics.

#### Action plan developing

- Implementation using PRACE framework.
- Using the online media mix model
- Developing an annual media planning

#### Control, measuring and monitoring


- The standard metrics and KPIs
- Cost per x analysis model
- Fundamentals of Google analytics

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For more information you can contact:

 603A City Center, 6th Floor, Makram Ebeid St., Nasr City, Cairo, Egypt.

 +(202) 235 2102 8 / 9

 +(20) 11 486 33 555 / +(20) 11 486 33 666

 info@digitalmarketingarts.com



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