DIGITAL MARKETING STRATEGY AND
PLANNING MODEL DRIVING ON BUSINESS

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ABSTRACT

Digital marketing has been the important part of one's life from shopping to electronic mails, education and business tool. Social media plays a vital role in transforming people's life style. Social media includes social networking sites and blogs where people can easily connect with each other. This paper reviews the effectiveness of digital marketing strategy and planning model or RACETA framework. The RACETA planning system is created to help give a simple framework to help small and large businesses alike take best advantage of the opportunities available from digital marketing. RACETA gives a structure to help you review and prioritize when there are so many options, but some options work better than others. RACETA is a practical framework to help manage and improve results from your digital marketing. Comfortably most popular was a detailed word document for developing or refining an Internet Marketing strategy. The RACETA framework is provided to help structure your plans with this content to help with your Internet marketing planning. The effectiveness is determined with the help of survey from people who use these sites, and the content of three social networking sites is analyzed. The planning model template is structured using the Smart Insights c which covers the key areas of the digital marketing planning across the customer lifecycle as shown in this model.

Keywords: digital marketing, business, RACETA model.

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INTRODUCTION

Digital marketing is one type of marketing being widely used to promote products or services and to reach consumers using digital channels. Digital marketing extends beyond internet marketing including channels that do not require the use of Internet. It includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing and many other forms of digital media are very popular and have become a part of life. These sites have made significant impact in the individual's life. When analyzing the users' scope of social networking, it can be concluded that the modern social communities influence in individual's private life, whereas the traditional networking or social communities is more Interrelated to business circle.

In recent years, social networking sites and social media have increased in popularity, at a global level. For instance, Facebook is said to have more than a billion active users (as of 2012) since its beginning in 2004 (www.facebook.com). Social networking sites can be described as networks of friends for social or professional interactions (Trusov, Bucklin & Pauwels, 2009). Indeed, online social networks have profoundly changed the propagation of information by making it incredibly easy to share and digest information on the internet (Akrimi & Khemakhem, 2012). Social networking sites have become an avenue where retailers can extend their marketing campaigns to a wider range of consumers. Chi (2011). Online Social networking websites such as Twitter, Facebook, and MySpace etc. have made a significant impact on individuals' life. This social network has also made large impact on how internet users communicate, share their data, creating and maintaining their profile, and establishing links with their friends. Success of the online social networks with growing trends has allowed organizations to penetrate this new domain for marketing their products. Many social networks allow companies to market their product through different tools provided by them. Social networking websites are online communities of people who share interests and activities or who are interested in exploring the interests and activities of others. They typically provide a variety of ways for users to interact, through chat, messaging, email, video, voice chat, file-sharing, blogging and discussion groups. As World Wide Web grew in popularity, social networking moved to web-based applications. In 2002, social networking era really started. In 2006, anyone with an email address could sign up in social networking sites (Zarrella, 2010). Chaffey (2002) defines e-marketing as "application of digital technologies online channels (web, e-mail, databases, plus mobile/wireless & digital TV) to contribute to marketing activities aimed at achieving profit acquisition and customers retention (within a multi-channel buying process and customer lifecycle) by improving customer knowledge

(of their profiles, behavior, value and loyalty drivers) and further delivering integrated communications and online services that match customers' individual needs. Chaffey's definition reflects the relationship marketing concept; it emphasizes that it should not be technology that drives e-marketing, but the business model. All types of social media provide an opportunity to present company itself or its products to dynamic communities and individuals that may show interest (Roberts & Kraynak, 2008) online marketing environment raises a series of opportunities and also challenges for social media marketing practitioners. The intensity of internet usage stated resulted in an increase of information transferred in the forms of messages, pictures, sounds and videos targeted both for internal purposes and public communications Social Media in Thailand Two billion young people under 18 make up approximately one-third of the world's population. They make up half of the population in the least developed nations and less than a quarter in the most industrialised nations. Globalisation of media are among the key factors and defined the current generation of young people. Youth can access more multi-media choices than ago such conventional, satellite and cable TV channels; radio stations; newspapers and magazines; the internet and computer and video games. Today there is greater availability of foreign programming and media, and less official censorship and control in many parts of the world. Information, email and images flow around the world faster and more freely than ever. It helps people know each other more than ever. In Thailand, Thai facebook users with the ages between 18 - 24 (38.5%) years old have hit the highest rate of facebook profile registration with the amount of 237,960 profiles while the ages between 25 - 34 (36.6%) years old are in the second rank with the amount of 26,460 profiles whereas the ages between 35 - 44 (10.1%) years old are in the third rank with the amount of 62,180 profiles and the ages between 14 - 17 years old (8.9%) are the least rate of facebook registration with the amount of 54,940 profiles (Przepiórkowski, Górski, Łaziński & Pęzik, 2010). This paper shows about the concepts of social media and social media marketing and other aspects like the growth and benefits, role and relevance of social media in marketing, social media marketing strategies. It also presents an overview on social media marketing in Thailand. This paper aims to give an overview on a digital marketing strategy and planning model. The planning template is structured using the Smart Insights RACETA planning framework which covers the key areas of the Digital marketing planning across the customer lifecycle as shown in this chart.

OBJECTIVES

This paper has attempted to review and integrate studies on digital marketing. This topic is related to model strategic issues such as sharing knowledge and developing new capacities for action through learning processes.

METHODS

This paper show a RACETA model of the moderating effect of marketing to analyze and find the effectiveness of business strategy. Research needs to expand by providing a deeper understanding of the longterm promotional gains retailers obtain from social media marketing. More formalized studies are also needed to progress beyond theorized or predicted outcomes in order to gain knowledge of real life applications. This review of literature social media marketing research and points out the need for future studies to explore the benefits gained by marketing on social networking sites, especially for business.

THE STUDY

To consider social media as a marketing tool a retailer must understand every aspect of it. Social media cannot be understood without first defining Web 2.0: a term that describes a new way in which end users use the World Wide Web, a place where content is continuously altered by all operators in a sharing and collaborative way (Kaplan & Haenlein, 2010). "It is much more to do with what people are doing with the technology than the technology itself, for rather than merely retrieving information, users are now creating and consuming it, and hence adding value to the websites that permit them to do so" (Campbell, Pitt, Parent & Berthon, 2011). Social media has advanced from simply providing a platform for individuals to stay in touch with their family and friends. Now it is a place where consumers can learn more about their favorite companies and the products they sell. Marketers and retailers are utilizing these sites as another way to reach consumers and provide a new way to shop. "Technology related developments such as the rise of powerful search engines, advanced mobile devices and interfaces, peer-to-peer communication vehicles, and online social networks have extended marketers' ability to reach shoppers through new touch points" (Shankar, Inman, Mantrala, Kelley & Rizley, 2011).

Shopper marketing is a new concept that has emerged, creating a new touch point for the interactions between businesses and consumers. Shopper marketing is "the planning and

execution of all marketing activities that influence a shopper along, and beyond, the entire path of purchase, from the point at which the motivation to shop first emerges through purchase, consumption, repurchase, and recommendation" (Shankar, Inman, Mantrala, Kelley & Rizley, 2011). Perceived fit is an important factor for retailers to consider for shopper marketing; perceived fit is the amount of similarity between an extension product category and existing products affiliated with the brand.

The more people perceive shopping services on social networking sites as useful and easy to use, the more likely they are willing to shop for items on social networks (Cha, 2009). The digital revolution is threatening existing business models. Business models describe how a business creates the value it provides to customers and how it then captures its economic profits (Day, 2011). More specifically, Sorescu, Frambach, Singh, Rangaswamy & Bridges (2011, p. 4) define business models as a well-specified system of interdependent structures, activities, and processes that serves as a firm's organizing logic for value creation (for its customers) and value appropriation (for itself and its partners). Many business model changes affect both value creation and value appropriation and its underlying strategies (i.e., operational excellence for value appropriation and customer efficiency for value creation) (Sorescu, Frambach, Singh, Rangaswamy & Bridges, 2011). The effect of digital on business model has been rather frequently discussed in retailing. More recently, Rigby (2011) discussed the future of shopping in an era of digitalization. In general, offering customers the ability to search and buy online requires companies to re-specify their business models. We found in our convenience sample that, although most companies generate less than 5% of their sales online, digital marketing is a disruptive force having a profound impact in transforming business models. Integrating digital tools and technologies into existing business models and adopting current business models to new and/or disruptive technologies are the most important strategies to address the challenges of the prevalence of digital tools and technologies threatening existing business models. This is also particularly apparent in high-tech and telecommunication companies. An example is Netflix, which took a proactive approach to adopting on-demand technology, whereas Blockbuster did not react to changing customer needs and technologies.

IMPACT OF SOCIAL MEDIA ON BUSINESS

Social media is the new buzz area in marketing that includes business, organizations and brands which helps to create news, make friends, make connections and make followers. Business

use social media to enhance an organization's performance in various ways such as to accomplish business objectives, increasing annual sales of the organization. Social media provides the benefit as a communication platform that facilitates two way communication between a company and their stock holders. Business can be promoted through various social networking sites. Many of the organization promotes their business by giving advertisement on the social media in order to attract maximum users or customers. Customers can connect and interact with business on a more personal level by using social media. If an organization has established a brand, social media may help this organization to develop the existing brand and give the business a voice. With the help of social media organization can make their strategy to promote their organization.

BENEFITS OF SOCIAL MEDIA MARKETING

Significantly different from conventional marketing strategies, Social Media Marketing (SMM) offers three distinct advantages. One, it provides a window to marketers to not only present products/services to customers but also to listen to customers' grievances and suggestions. Two, it makes it easy for marketers to identify various peer groups or influencers among various groups, who in turn can become brand evangelist and help in organic growth of a brand. And, three, all this is done at nearly zero cost (as compared to conventional customer outreach programmes) as most of the social networking sites are free.

THE RACETA DIGITAL MARKETING PLANNING FRAMEWORK

RACETA to help digital marketers plan and manage their activities in a more structured way since we found that many don't have a marketing strategy. In this post, first published in July 2010 and since updated with the a new summary of digital marketing KPIs should track, we show how you can simplify measurement and reporting through RACETA Planning. The RACETA mnemonic summarises the key online marketing activities that need to be managed as part of digital marketing. RACETA covers the full customer lifecycle or marketing funnel from: There is also an initial phase of PLAN involving creating the overall digital strategy, objective setting and plan, so sometimes members call it PRACE, but prefer RACETA Planning for simplicity. There's more detail at the end of the post in the infographic and the planning process is explained. These interactions, covered in the Act step can take place over several channels and touchpoints such as web, mobile, social media and email contacts, so these leads need separate management from final conversion to online or offline sale through techniques like retargeting and assisted selling.

RACETA PLANNING

The RACETA Planning system to help give a simple framework to help small and large businesses alike take best advantage of the opportunities available from digital marketing. RACETA is a practical framework to help manage and improve results from your digital marketing. Ultimately it's about using best practice web analytics techniques to get more commercial value from investments in digital marketing. It will help simplify your approach to reviewing the performance of your online marketing and taking actions to improve its effectiveness. The planning template is structured using the Smart Insights RACETA planning framework which covers the key areas of the Digital marketing planning across the customer lifecycle as shown in this chart. If you're interested in creating a digital strategy RACETA consists of these four steps or online marketing activities designed to help brands engage their customers throughout the customer lifecycle 1. REACH. Reach involves building awareness of a brand, its products and services on other websites and in offline media in order to build traffic by driving visits to different web presences like your main site, microsites or social media pages. 2. ACT. Act is short for Interact**.** It's a separate stage since encouraging interactions on websites and in social media to generate leads is a big challenge for online marketers. It's about persuading site visitors or prospects take the next step, the next Action on their journey when they initially reach your site or social network presence. For many types of businesses, especially, Business-to-Business, this means generating leads, but it may mean finding out more about a company or its products, searching to find a product or reading a blog post. You should define these actions as top-level goals of the funnel in analytics. Google Analytics Goals can include "Viewed product", "Added to Basket", "Registered as member" or "Signed up for an newsletter. Act is also about encouraging participation. This can be sharing of content via social media or customer reviews (strictly, part of Engage).The specific goals and dashboard need to be defined for each business as explained. It's about engaging the audience through relevant, compelling content and clear navigation pathways so that they don't hit the back button. The bounce rates on many sites is greater than 50%, so getting the audience to act or participate is a major challenge which is why we have identified it separately. 3. CONVERT. This is conversion to sale. It involves getting your audience to take that vital next step which turns them into paying customers whether the payment is taken through online Ecommerce transactions, or offline channels. 4. ENGAGE. This is long-term engagement that is, developing a long-term relationship with first-time buyers to build customer loyalty as repeat purchases using communications on your site, social presence, email and direct interactions to boost customer

lifetime value. It can be measured by repeat actions such as repeat sale and sharing content through social media. We also need to measure percentage of active customers (or email subscribers) and customer satisfaction and recommendation using other systems. 5. Technology and Advocay Opportunity - Review current business contribution of digital channels through refining dashboards and set future objectives based on an in-depth marketplace review Strategy - Create overall digital channel strategy or specific strategy focused on customer acquisition (Reach), Conversion (Act and Convert) and customer retention and loyalty (long - term engagement) Action - Details of specific tactics to implement the strategy such as planning and integrating content marketing, SEO, Social media and email marketing into marketing campaigns.
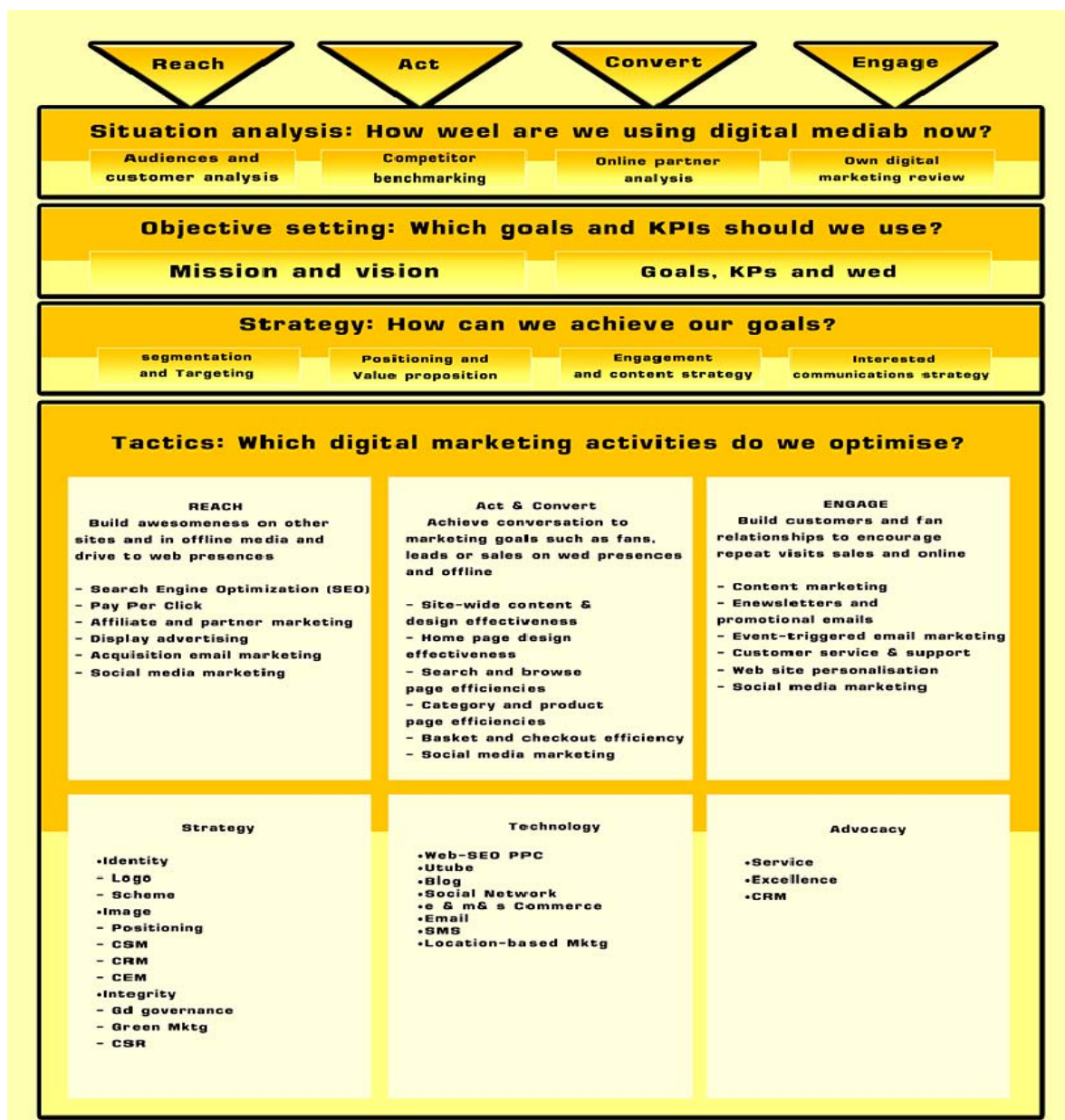

Figure 1. Digital marketing strategy planning model: adapt by Pawinee Thongyam, 2017

CONCLUDING

Digital channel in marketing has become essential part of strategy of many companies. Nowadays, even for small business owner there is a very cheap and efficient way to market his/her products or services. Digital marketing may succeed more if it considers user needs as a top priority. Companies should create innovative customer experiences and specific strategies for media to identify the best path for driving up digital marketing performance. Some practical implications emerge from the above discussion. Ertell (Online, 2010) believed that loyal customers want to connect with businesses through social media, but it is how businesses interact with them once they get there that fosters greater loyalty and the likelihood to buy in the future. Ertell went on to state that 49% of customers join to find out about special offers or promotions, while 45% would like more product information. Businesses therefore need to strike a balance of giving customers the product information they want, without sounding too much like salespersons. Ireson (Online, 2010) suggested that the main reason that Facebook marketing will work is because the organization will enter a community and engage as a friend to customers and that Facebook itself is based around the premise of friendship implying trust. There are many things that social media can do for business. Developing a strategy for using it means that the firms need to think about what they want to accomplish this year and determine how social media fits into the plan. One of the benefits of a social media strategy is the fact that the available tools can customized for their particular needs. The firms can choose to concentrate their efforts on the sites that seem to offer the best return on investment, while taking a "wait and see" stand on the others. Whether you are an individual, a startup, small business or a large corporation, an online presence and an ongoing conversation with your constituents is a baseline requirement and will take time and expertise. Companies are diverting resources and rethinking their traditional outreach strategies. And as the social media wave dissipates into the vast ocean of connected experiences, the term itself will become an entry in dictionaries and encyclopedias and will embark on a new era of knowledge, accessibility and experiences unbound by distance, time or physical walls. Our final most important digital marketing challenge concerns the analytical talent gap. While marketing researchers have considered capabilities of front-line service employees, sales managers, salesmen, etc., specific studies focusing on capabilities of successful marketing analysts are lacking. Given the increasing importance of data and the presumed positive effect of marketing intelligence capabilities on performance (Germann, Lilien

& Rangaswamy, 2012), it is important to know how firms can build these functions and which employees they should attract. Also the interface between marketing analytics and the marketing function requires additional attention. How can marketing analysts work effectively to improve their impact on the marketing function? For firms it is also important to understand how they will be able to compete with other analytical oriented functions (i.e., fi-nance, operations) to attract well-trained future employees.

Digital marketing strategy essentials are our weekly round-up of the best advice from Smart Insights and around the web focused on developing strategies to succeed online. The created RACETA to help digital marketers plan and manage their activities in a more structured way since found that many don't have a marketing strategy. The a new summary of digital marketing show how can simplify measurement and reporting through RACETA Planning. RACETA is a practical framework to help manage and improve results from your digital marketing. Ultimately it's about using best practice web analytics techniques to get more commercial value from investments in digital marketing. It will help simplify your approach to reviewing the performance of your online marketing and taking actions to improve its effectiveness.

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