

Digital Marketing Strategy



3 Lessons



Learn about

Strategy and planning is essential for running successful marketing campaigns. Without a strategy, businesses run the risk of expending unnecessary resources, missing opportunities and being overtaken by the competition. These lessons take you through the process of building and implementing an effective digital marketing strategy, from mapping out goals and KPIs, to allocating your budget. We also cover the A/B/C framework (Acquisition, Behaviour and Conversion), to help determine which channels are best for each.

By the end of these 3 lessons you will understand:

- ✓ The fundamentals of building a strategy and the importance of understanding an increasingly complex customer journey
- ✓ The A/B/C framework for planning a digital strategy (Acquisition, Behaviour and Conversion)
- ✓ How to budget and brief an agency on your campaign



Lesson Overview

Lesson 1

A look at the basics of building a holistic strategy, and how to set goals and KPIs for a campaign.

In this lesson you will learn:

- ✓ The importance of a holistic marketing strategy
- ✓ How to conduct a situational analysis and what to consider when setting goals and objectives
- ✓ The impact of a complex customer journey on marketing practices

Lesson 2

A look at which channels should be considered for acquisition, behaviour and conversion.

In this lesson you will learn:

- ✓ How to use channels to fulfil your short and long-term acquisition goals
- ✓ The ways in which you can control and encourage certain customer behaviours
- ✓ Some of the issues that might affect whether customers convert

Continued →

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Lesson 3

Understanding the key considerations for implementing a digital marketing campaign.

In this lesson you will learn:

- ✓ What to consider when creating a budget
- ✓ How to write a brief for an agency, and what to include
- ✓ How to measure success, and the implications of the data you collect