

Digital Marketing Strategy: An Applicable Framework

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Who's Jeff?

- Co-wrote textbook
- No strategy chapter

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Welcome!

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- Books
- Help

Digital Marketing Essentials
May 2020
Larson & Draper

Digital Marketing Essentials

- Chapter 1: Digital Marketing Foundations
- Chapter 2: Web Design (Desktop and Mobile)
- Chapter 3: Analytics
- Chapter 4: On-Site SEO
- Chapter 5: Off-Site SEO
- Chapter 6: Paid Search Marketing
- Chapter 7: Display Advertising
- Chapter 8: Email Marketing
- Chapter 9: Social Media 1
- Chapter 10: Social Media 2
- Chapter 11: Online Reputation Management
- Chapter 12: Mobile Marketing
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DIGITAL MARKETING ESSENTIALS

Book Information

About the Authors


Jeff Larson



Larson

Jeff Larson graduated magna cum laude from Brigham Young University in 2002 with a major in statistics. He received a Master's Degree in Applied Economics in 2005 and a Ph.D. in Marketing in 2006, both from the University of Pennsylvania (Wharton School of Business). His research examines contextual influences in consumer behavior and decision making, combining skills in psychology-based experiments and advanced data analysis techniques. He has been published in the Journal of Marketing Research, the Journal of Consumer Psychology, and the International Journal of Research in Marketing. He is an Associate Professor of Marketing at Brigham Young University, where he has taught courses in Marketing Research and Internet Marketing since 2007. Many of the nearly 300 students who have taken Jeff's Internet Marketing course now work for top tech companies, including Google, Amazon, Pinterest, Adobe, Qualtrics, and Domo.

Stuart Draper



Draper

Stuart Draper graduated with a Bachelor of Science degree in Marketing from Brigham Young University - Idaho, where he was awarded the title of Newell K. Whitney Scholar. Years after graduating, he was asked by the university to teach web business as an adjunct faculty member. He has taught and mentored hundreds of college students on the subject of internet marketing. He has also hired and trained dozens of college students as online marketing interns and employees. He has been published in Search Engine Journal and his blogs have been featured on Search Engine Land, Search Engine Watch, and Search Engine Roundtable. He is the founder of Stukent, Inc. and a variety of other web properties. In 2008 he founded Get Found First, a Google Adwords Partner company that has helped hundreds of websites, from mom-and-pop shops to Fortune 100 companies with their online marketing. Since its inception, his company has managed millions of dollars in online advertising budgets. In 2012, Get Found First acquired QualityScores.com. In 2015, Get Found First was acquired by Perfect Point Marketing. If he isn't in front of a computer, you are likely to find Stuart



What is Digital Strategy?

Strategy

Marketing
Strategy

Digital
Strategy

Digital
Execution



CEO



CMO
VP Marketing

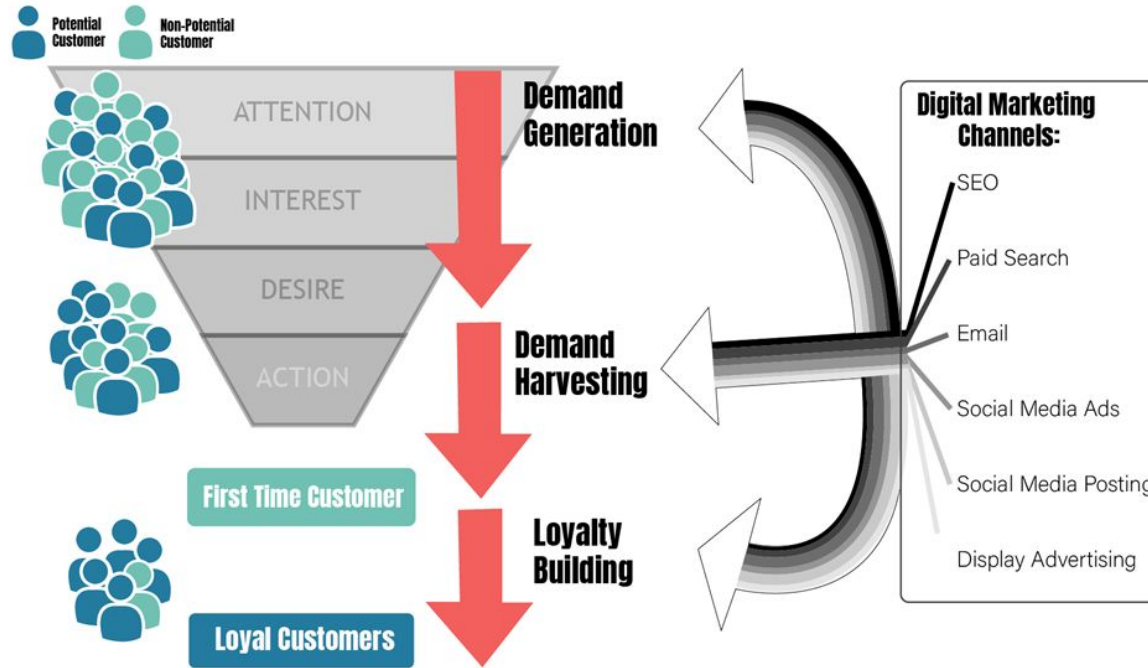


Director –
Dig. Mktg

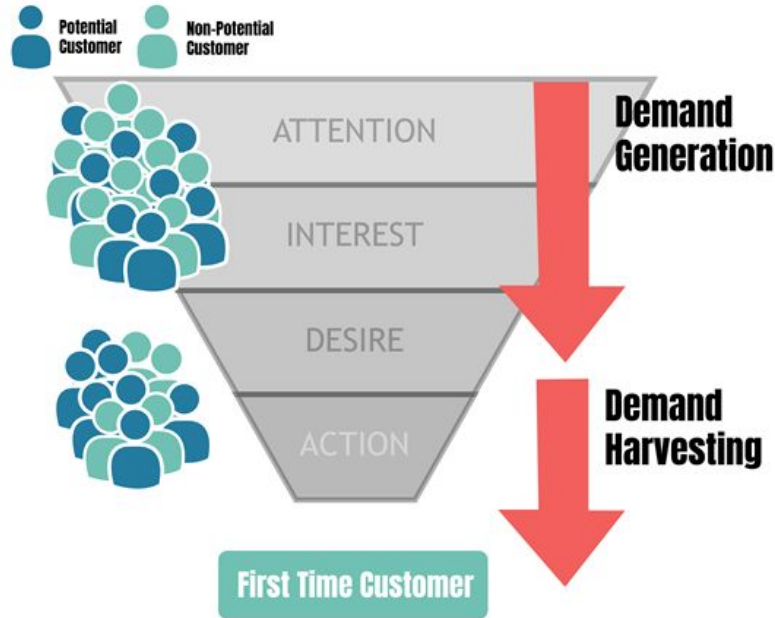


Social Media
Manager

Strategy Framework



Producing Customers



Demand Generation

- Information-based
- Generic to brand-directed

Demand Harvesting

- “Pick me!”
- Removing obstacles

Creating Customer Loyalty



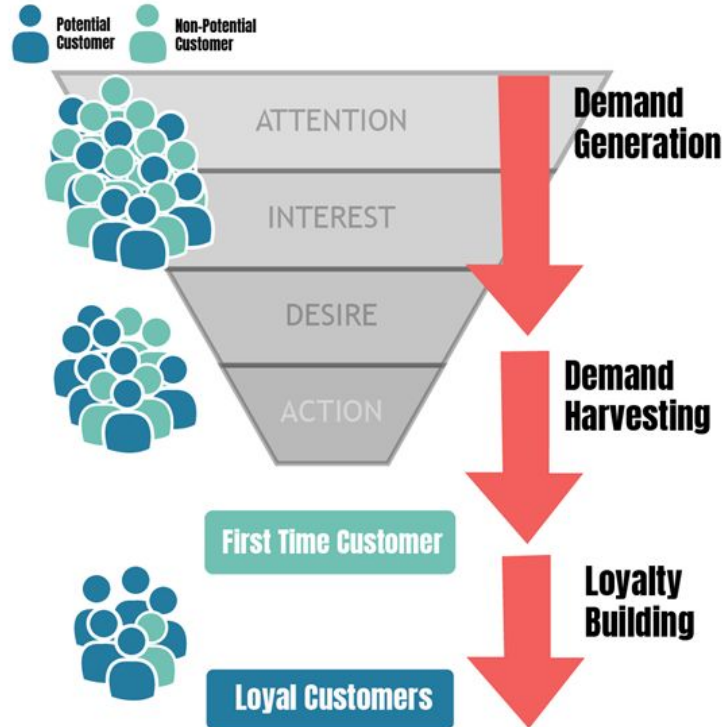
Loyalty communication

- Enhance customer service
- Cost-efficient

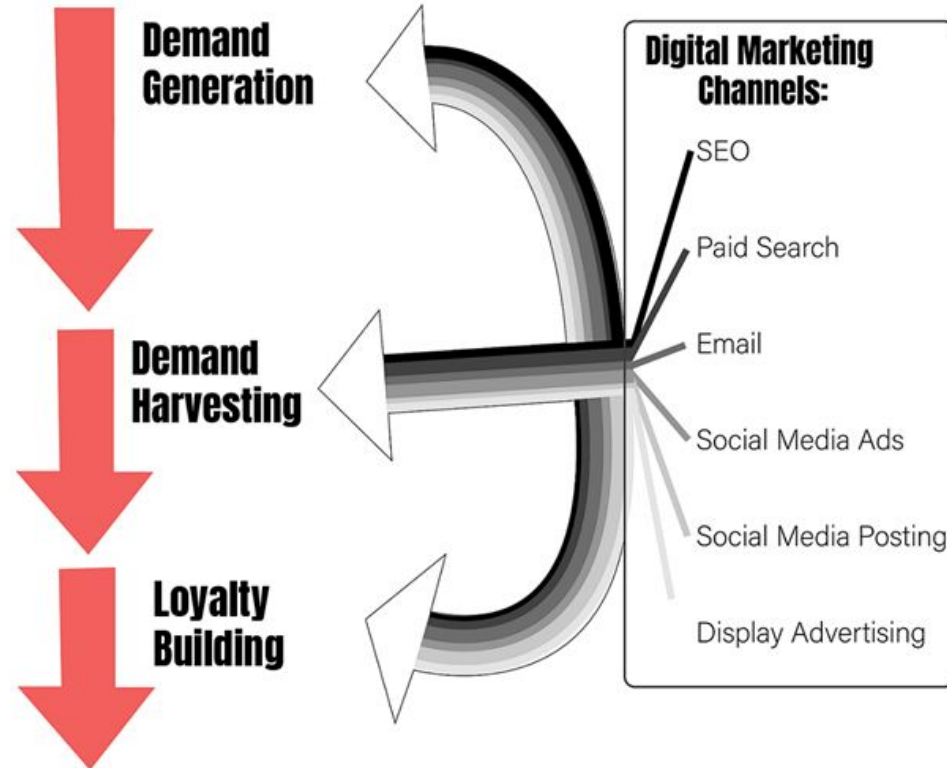
Loyalty

- Purchase breadth
- Purchase frequency
- Purchase amount

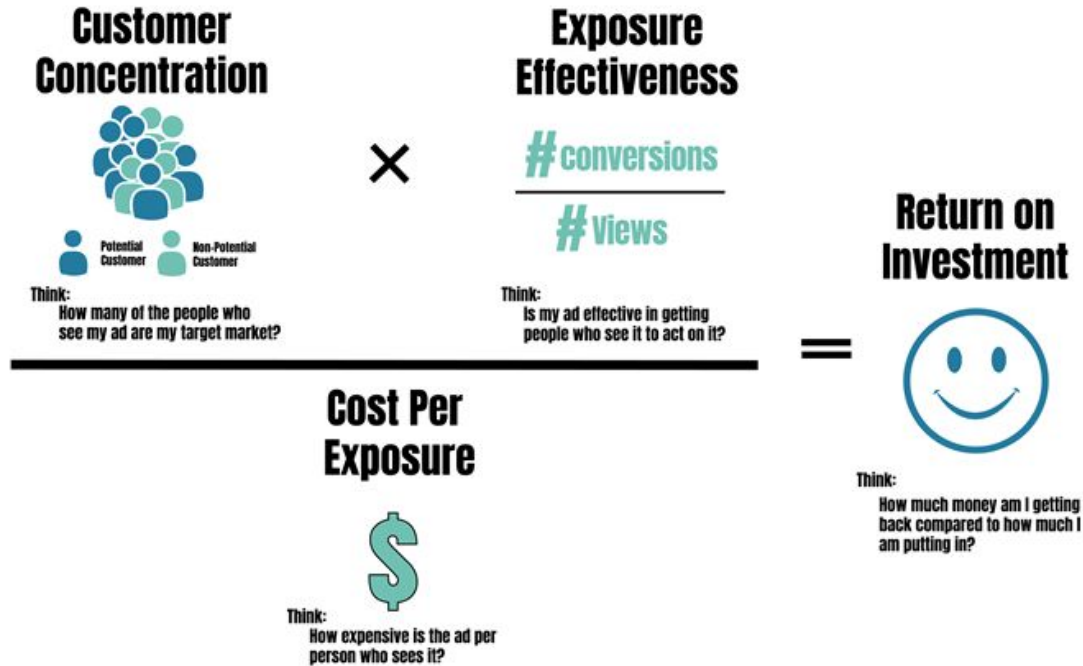
Marketing Efforts



Resource Allocation



Cost Efficiency



Cost Efficiency

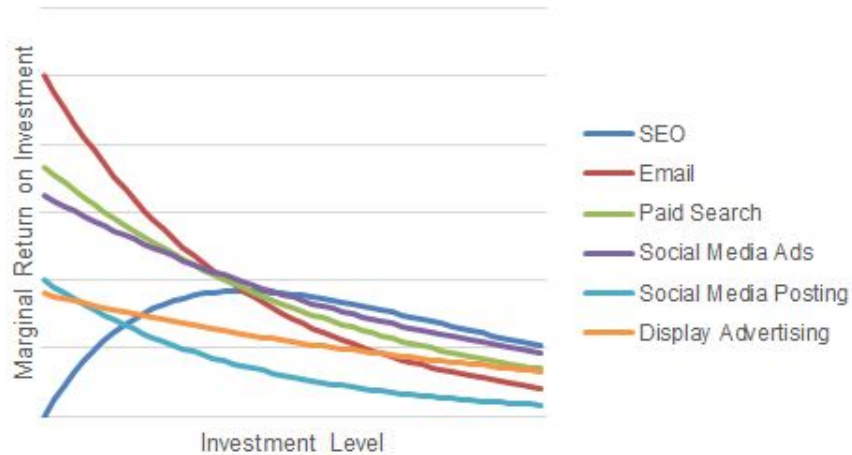
| Channel | Cost per Exposure | Customer Concentration | Exposure Effectiveness |
|----------------------------|-------------------|------------------------|------------------------|
| Email | Low | Medium to High | Medium to High |
| Search engine optimization | Varies | Medium to High | Medium to High |
| Paid search advertising | Medium to High | High | High |
| Social media advertising | Medium to High | High | High |
| Social media posting | Varies | Medium | Low to Medium |
| Display advertising | Low | Medium to High | Low |

Optimizing Spend



Optimization Obstacles

Channel Returns by Channel Investment



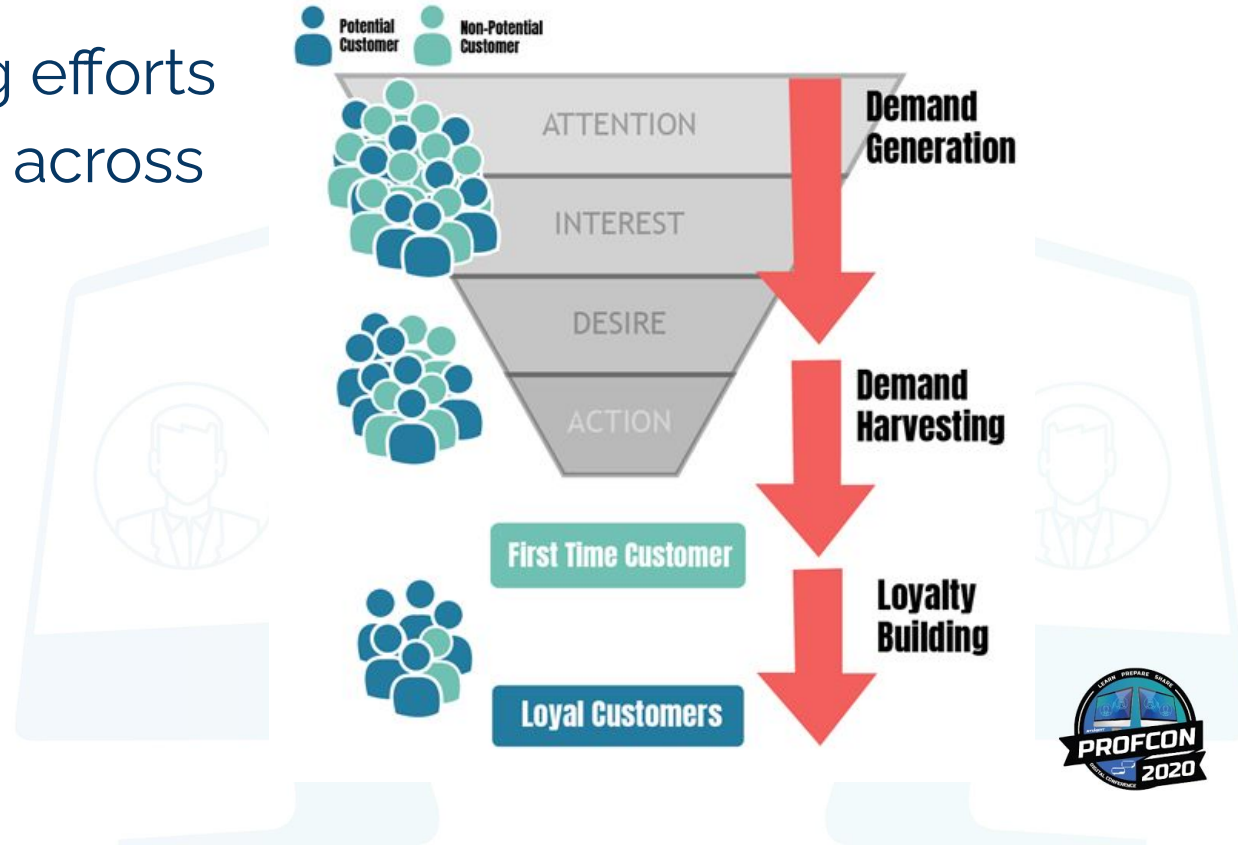
- Limited investment levels
- Changing returns
- Measurement difficulty
- Cross-channel interactions
- Attribution inaccuracies
- Marketing strategy implementation

Digital Marketing Tactics

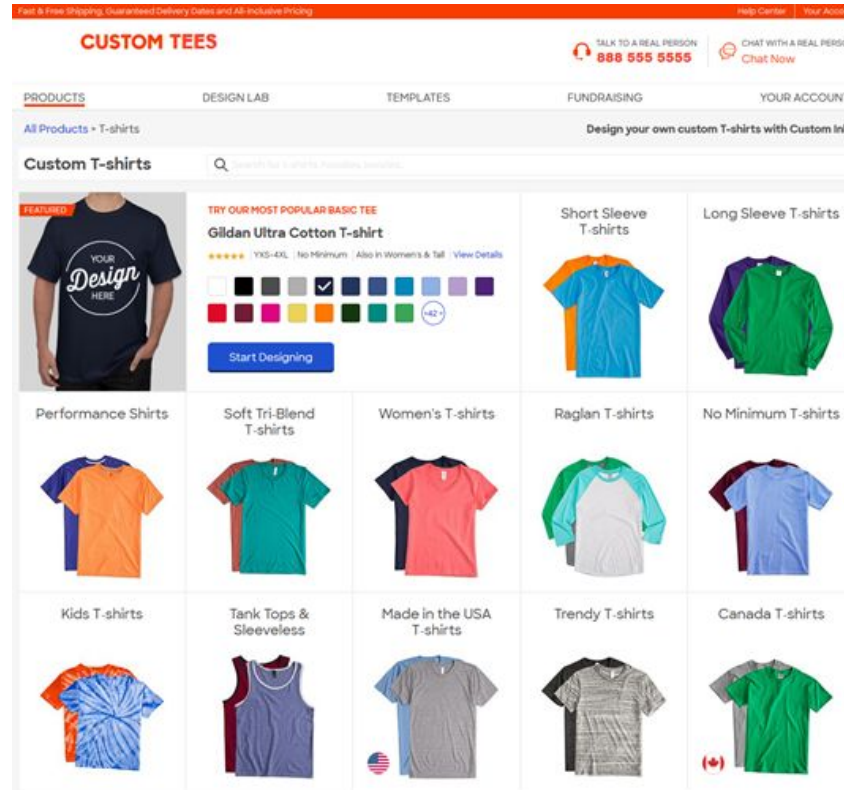
- Conversion rate optimization
- Mobile application
- Affiliate Marketing
- Influencer Campaigns
- Direct Messaging

Applying the Framework

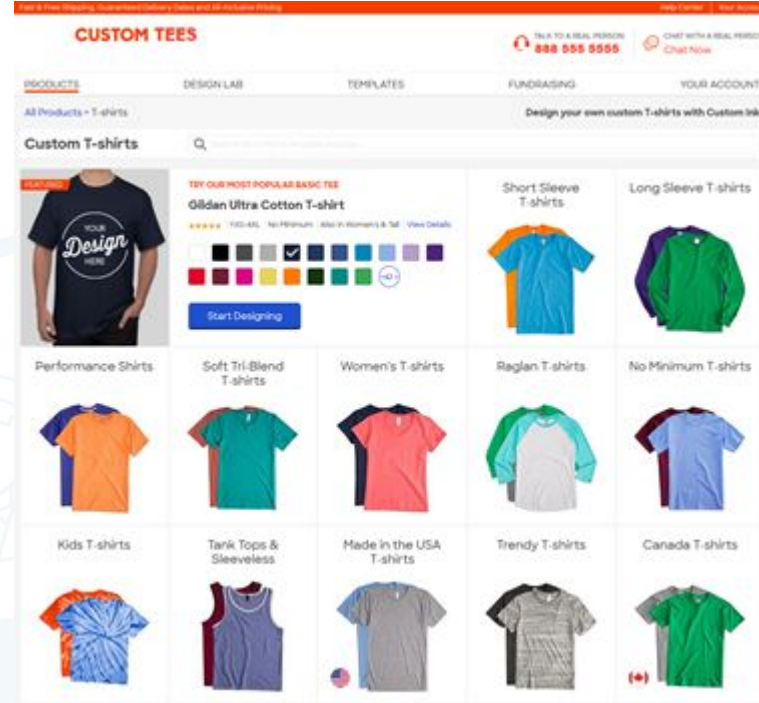
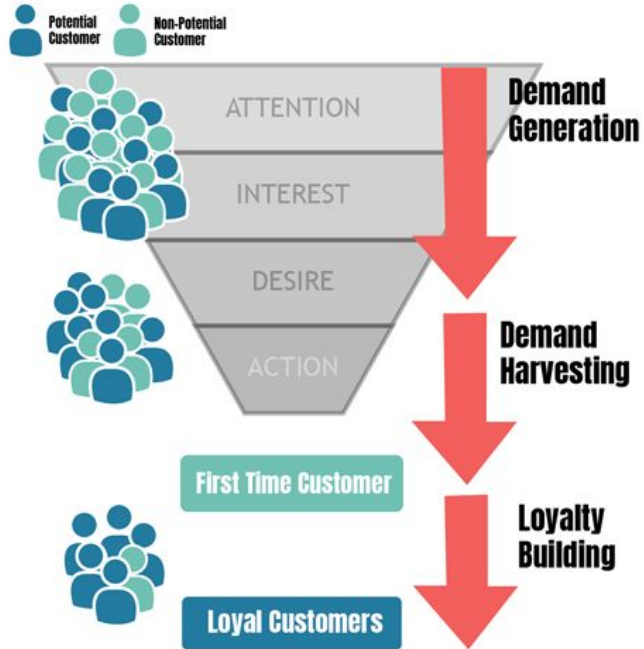
- Prioritize marketing efforts
- Allocate resources across channels
- Monitor and adjust



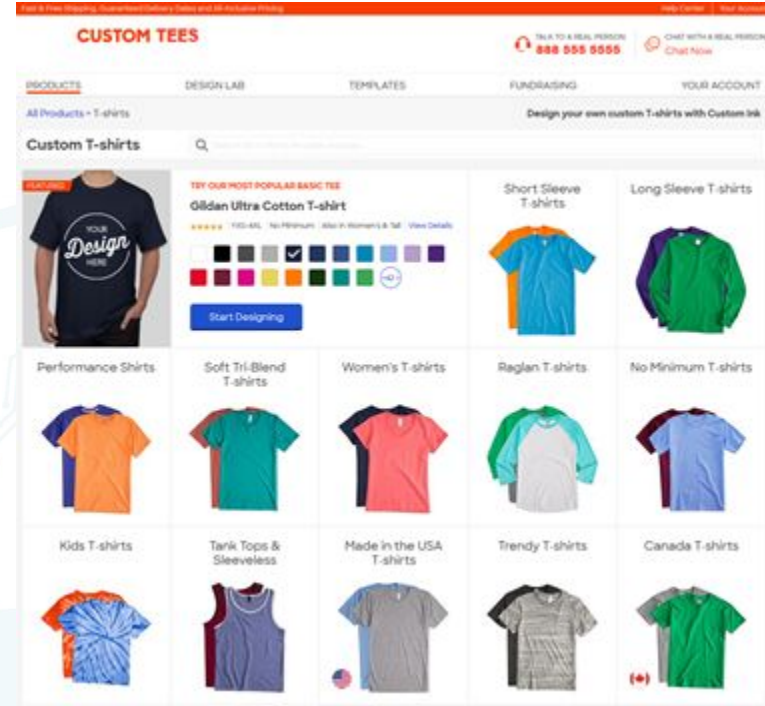
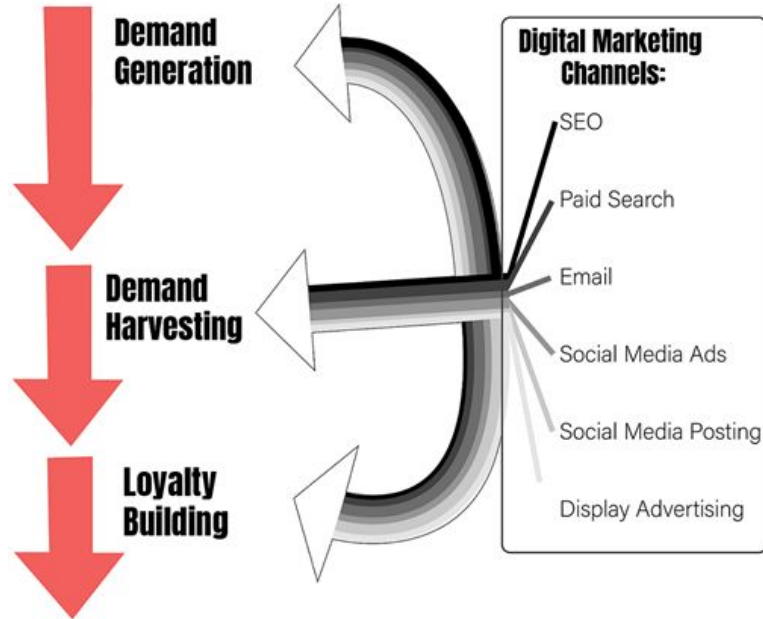
Example: Online Retail



Marketing Effort Priority



Resource Allocation



Resource Allocation - Harvesting

| Channel | Expected Returns | Timeframe | Resource Intensity | Allocation |
|----------------------|------------------|-----------|--------------------|------------|
| SEO | | | | |
| Paid Search | | | | |
| Email | | | | |
| Social Media Ads | | | | |
| Social Media Posting | | | | |
| Display Advertising | | | | |

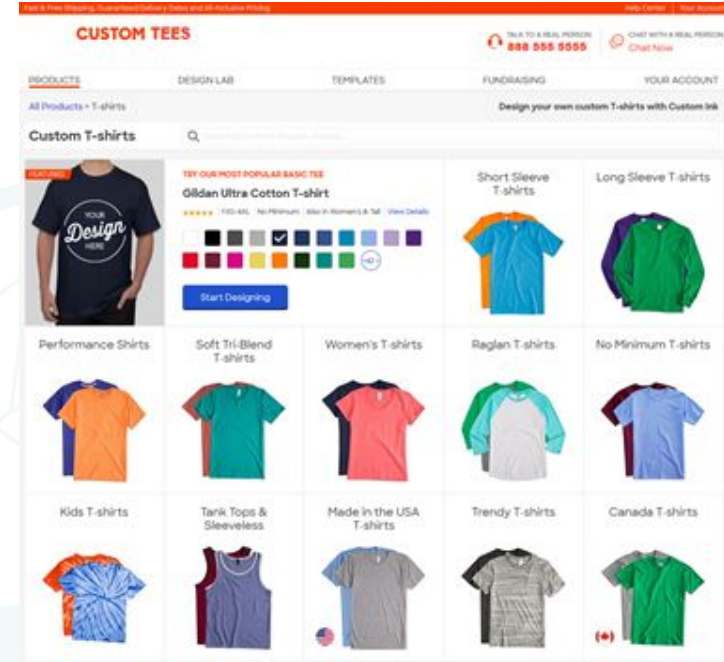
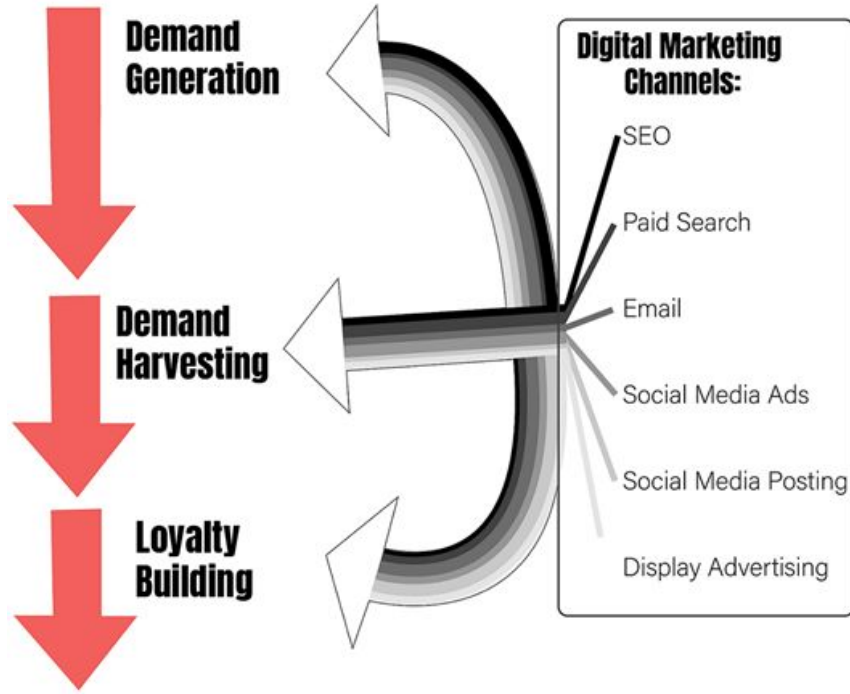
Resource Allocation - Harvesting

| Channel | Expected Returns | Timeframe | Resource Intensity | Allocation |
|----------------------|------------------|------------------|--------------------|-------------------|
| SEO | Medium-high | Long delay | High | Low, but positive |
| Paid Search | Medium-high | Immediate | Low | Medium |
| Email | Low | Medium | Medium-High | Low |
| Social Media Ads | Medium-high | Immediate | Low | High |
| Social Media Posting | Low-medium | Medium | Medium | Low |
| Display Advertising | Medium | Immediate-medium | Low | Medium |

Resource Allocation - Loyalty Building

| Channel | Expected Returns | Timeframe | Resource Intensity | Allocation |
|----------------------|------------------|------------|--------------------|------------|
| SEO | Low | Long delay | High | Low |
| Paid Search | Low | Immediate | Low | Low |
| Email | High | Immediate | Medium-high | High |
| Social Media Ads | Low-medium | Immediate | Low | Low |
| Social Media Posting | Medium | Medium | Medium | Medium |
| Display Advertising | Low-medium | Immediate | Low | Low |

Monitoring



Metrics Monitoring

| Channel | Metric #1 | Metric #2 | Metric #3 | Up/Down Indicator |
|---------|-----------|-----------|-----------|-------------------|
|---------|-----------|-----------|-----------|-------------------|

SEO

Paid Search

Email

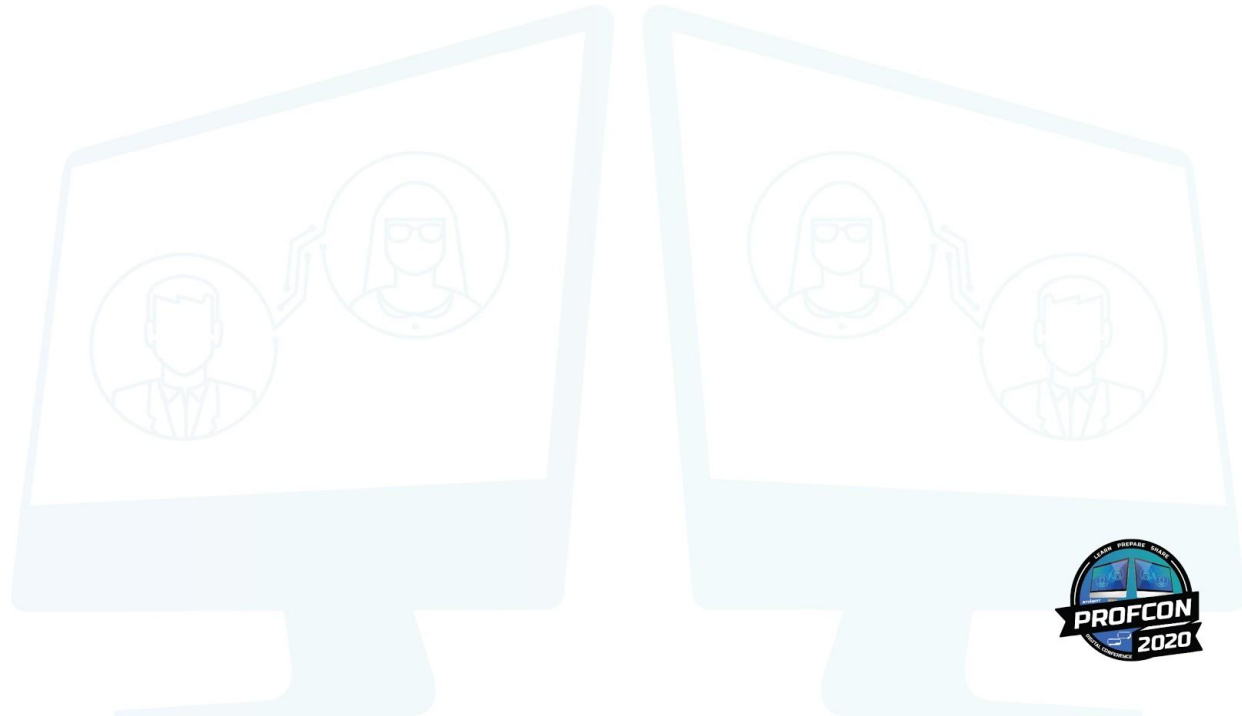
Social Media Ads

Social Media
Posting

Display Advertising

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Metrics Monitoring

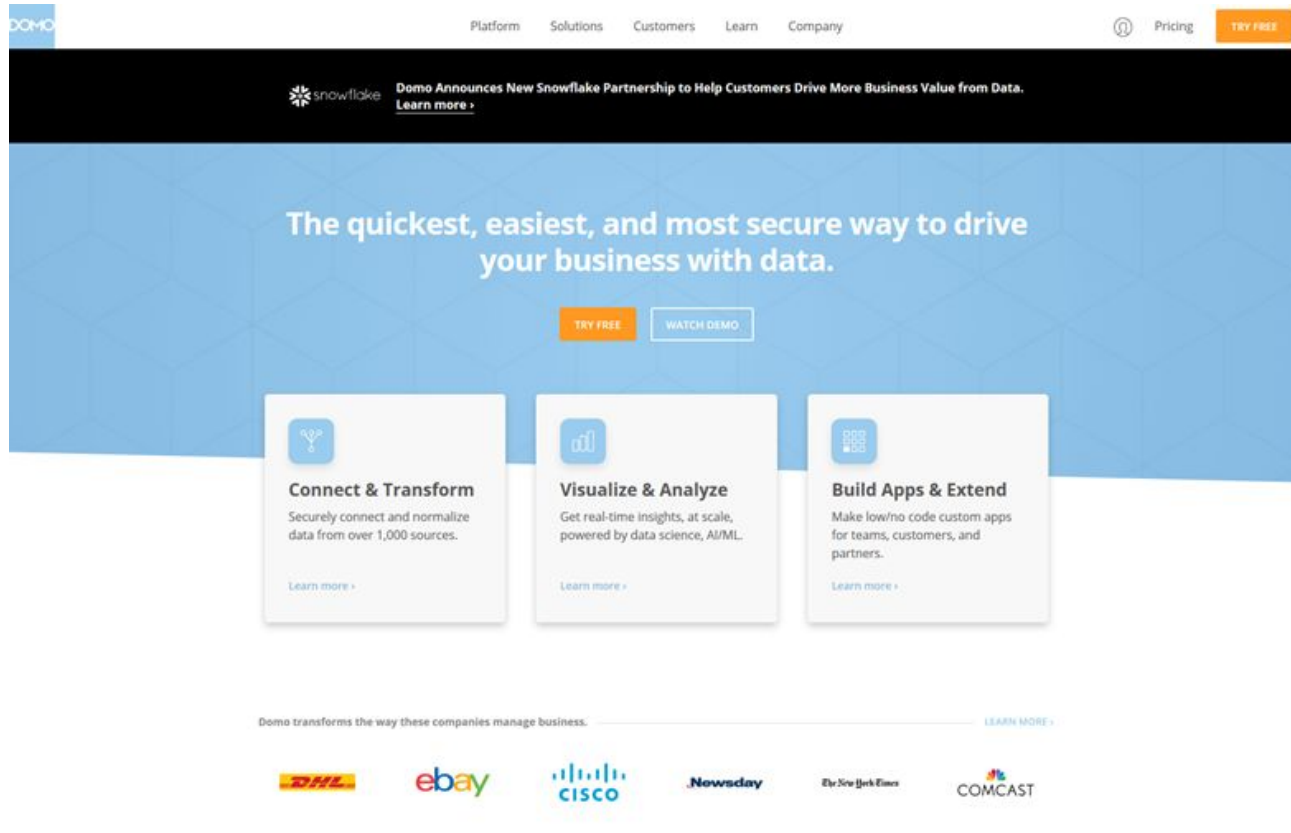
| Channel | Metric #1 | Metric #2 | Metric #3 | Up/Down Indicator |
|----------------------|-----------|-----------------|---------------------|-------------------|
| SEO | Sessions | Conversions | First page keywords | Domain authority |
| Paid Search | ROAS | Conversion rate | Sales | Marginal ROAS |
| Email | Sessions | Conversions | CTR | Marginal CTR |
| Social Media Ads | ROAS | Conversion rate | Sales | Marginal ROAS |
| Social Media Posting | Sessions | Conversions | Engagement Rate | Views per post |
| Display Advertising | ROAS | Conversion rate | Sales | Marginal ROAS |

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Example: K7 Analytics




The screenshot shows the Domo website homepage. At the top, the Domo logo is on the left, and navigation links for Platform, Solutions, Customers, Learn, and Company are in the center. On the right, there are links for Pricing and a TRY FREE button. Below the navigation bar is a black banner with the Snowflake logo and the text "Domo Announces New Snowflake Partnership to Help Customers Drive More Business Value from Data." with a "Learn more" link. The main section has a blue background with a hexagonal pattern and the headline "The quickest, easiest, and most secure way to drive your business with data." Below the headline are two buttons: TRY FREE and WATCH DEMO. There are three white boxes with icons and text: "Connect & Transform" (USB icon), "Visualize & Analyze" (bar chart icon), and "Build Apps & Extend" (code icon). Each box has a brief description and a "Learn more" link. At the bottom, there is a section titled "Domo transforms the way these companies manage business." with logos for DHL, ebay, CISCO, Newsday, The New York Times, and COMCAST. A "LEARN MORE" link is also present.

DOMO


Platform Solutions Customers Learn Company


Pricing TRY FREE


 **snowflake** Domo Announces New Snowflake Partnership to Help Customers Drive More Business Value from Data.
[Learn more >](#)

The quickest, easiest, and most secure way to drive your business with data.







TRY FREE WATCH DEMO

 **Connect & Transform**
Securely connect and normalize data from over 1,000 sources.
[Learn more >](#)

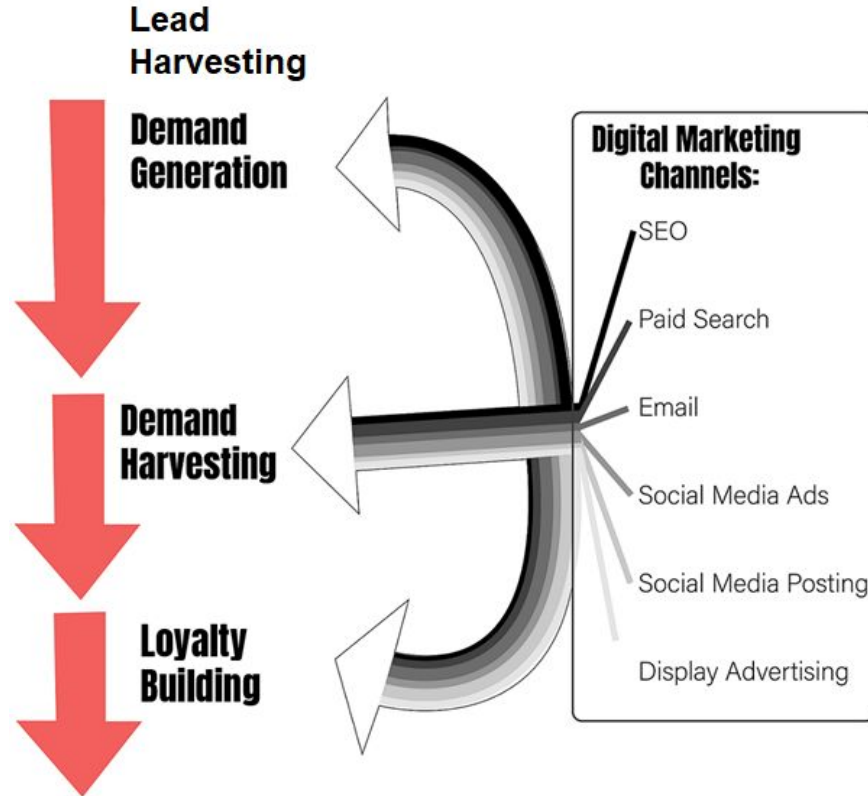
 **Visualize & Analyze**
Get real-time insights, at scale, powered by data science, AI/ML.
[Learn more >](#)

 **Build Apps & Extend**
Make low/no code custom apps for teams, customers, and partners.
[Learn more >](#)

Domo transforms the way these companies manage business. [LEARN MORE >](#)

Resource Allocation



Thank you!

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