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What do your customers like (or dislike) about you? What are your customers' future needs? Why do your visitors return to some sites? Why do your visitors not convert? What content do your visitors (& influencers) like? What is being said about you locally? Free sources for answers: SOSTAC® Guide Situation Analysis -Customer Analysis -Why

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Smith, PR (2014) SOSTAC® guide to your perfect digital marketing plan 2nd edition PRSmith £599 Kindle version Ryan, D and Jones, C (2014) Understanding digital marketing: marketing strategies for engaging the digital generation 3rd edition London, Kogan Page £1999 (New edition due November 2016) Ryan D (2014) The best digital

MK/CM 345 DIGITAL MARKETING & COMMUNICATIONS ...

SOSTAC(r) Guide To Your Perfect Digital Marketing Plan, (Volume 2), 2014 Pp 16 - 18: Week 2 Website Analytics • Tracking offline and online campaign activity, website and social media analytics • Core concepts, definitions and account set-up • Analytics a three step process

Planning Template

to help structure your strategy, with prompts to help your thinking in italics which you'll also want to delete Expert members can download an

editable Word template as part of our Digital Strategy Toolkit which includes Powerpoint, Word and Excel templates to help build your marketing plan and explain to colleagues or clients

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SWOT analysis and PEST analysis

Economic, Social, Technological) Often your answers will persuade you that the original four-part PEST model is best and that using a more complex series of headings makes it more difficult to complete the analysis fully and strategically The analysis can be converted into a more scientific measurement by scoring the items in each of the

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Essentials of Marketing Research

questions about your shopping habits In reality, these stereotypical examples of research are only a small part of what research comprises It is therefore not surprising that many students (and managers) are unfamiliar with the various types of research methods, the basics of how

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r Define your online value proposition (OVP) including review of business and revenue model, brand positioning and integration with traditional channels r Review marketing mix for options to vary the 4Ps of Product, Price, Promotion and Place