

Digital Marketing Strategy and Planning



Asst. Prof. Wilailuk Rakbumrung, Ph.D.

wilailuk.ra@ssru.ac.th

Asst. Prof. Wilailuk Rakbumrung, Ph.D.

Head of Master of Management Program in Innovative
Management

Doctor of Philosophy Program in Technology Management
and Innopreneurship, Chulalongkorn University

E-mail: wilailuk.ra@ssru.ac.th



Course Outline



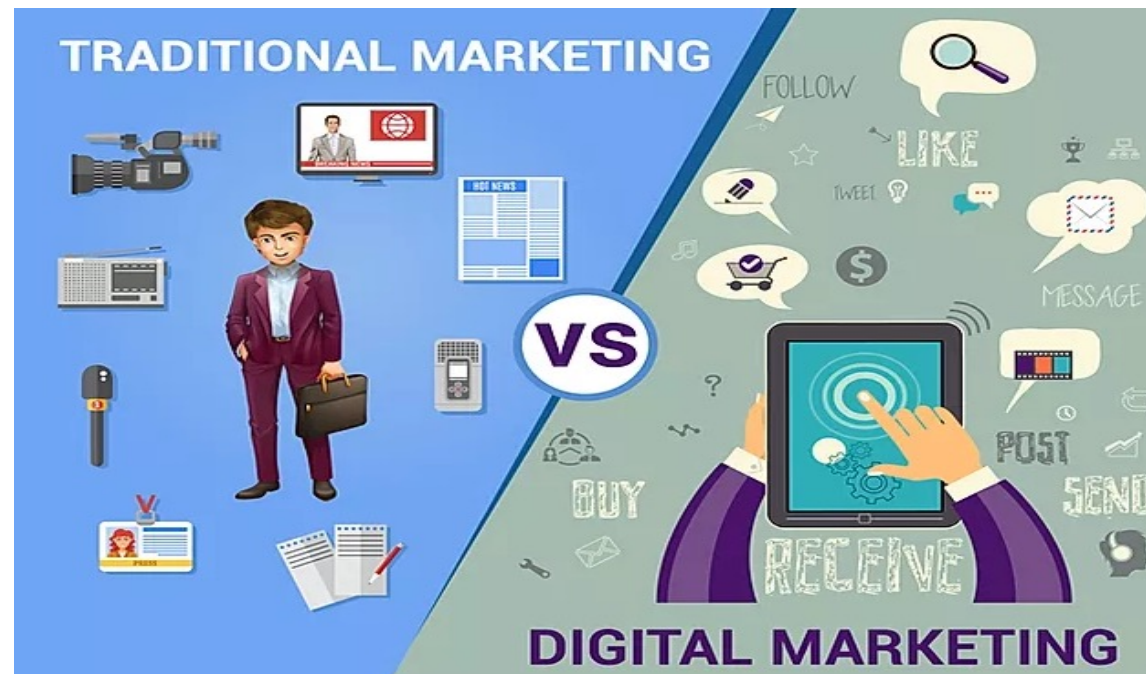
1. Detail of Course

2. Digital Marketing vs. Traditional Marketing

3. Concepts of strategic management

4. Workshop

Digital Marketing vs. Traditional Marketing

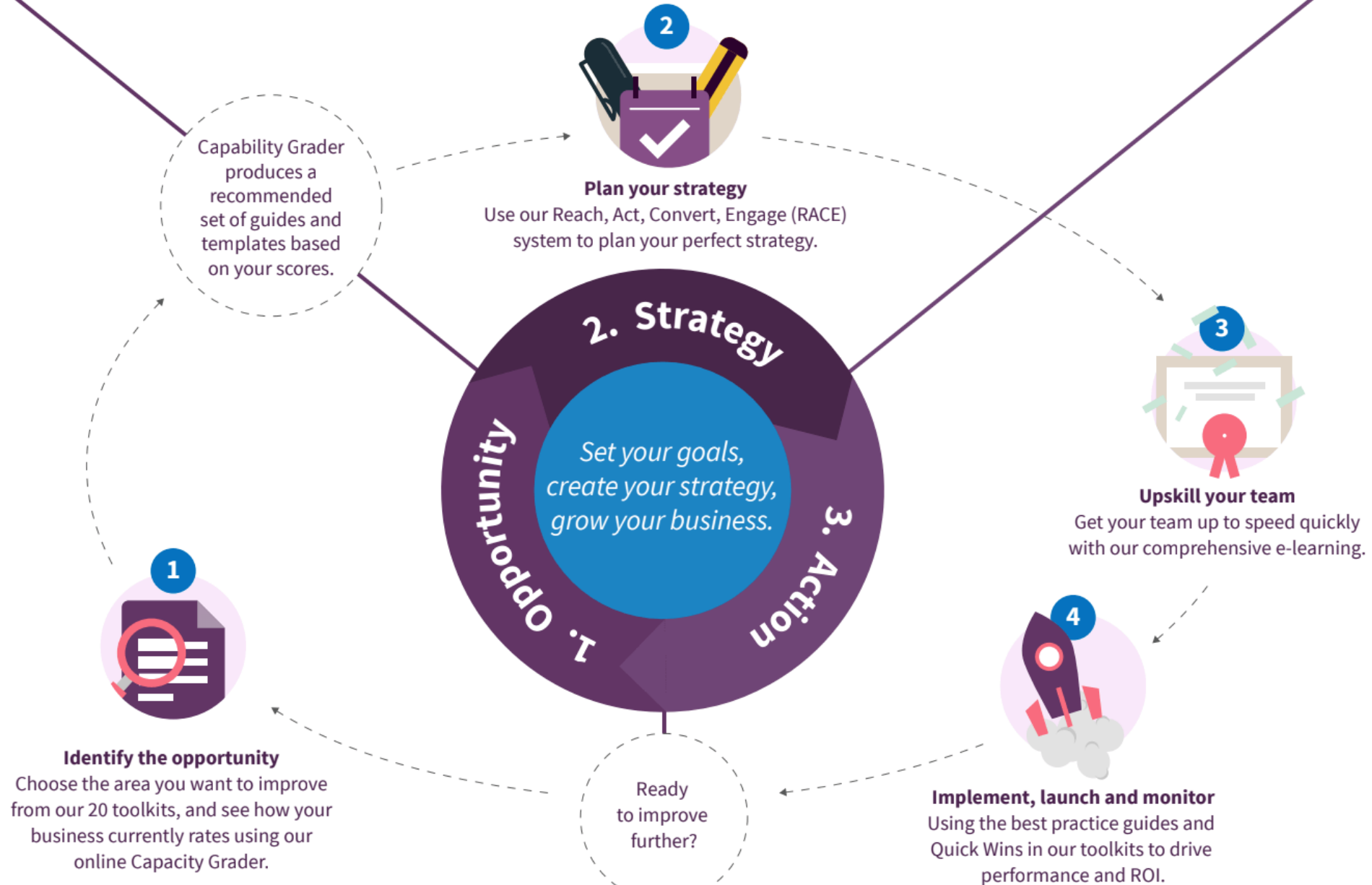


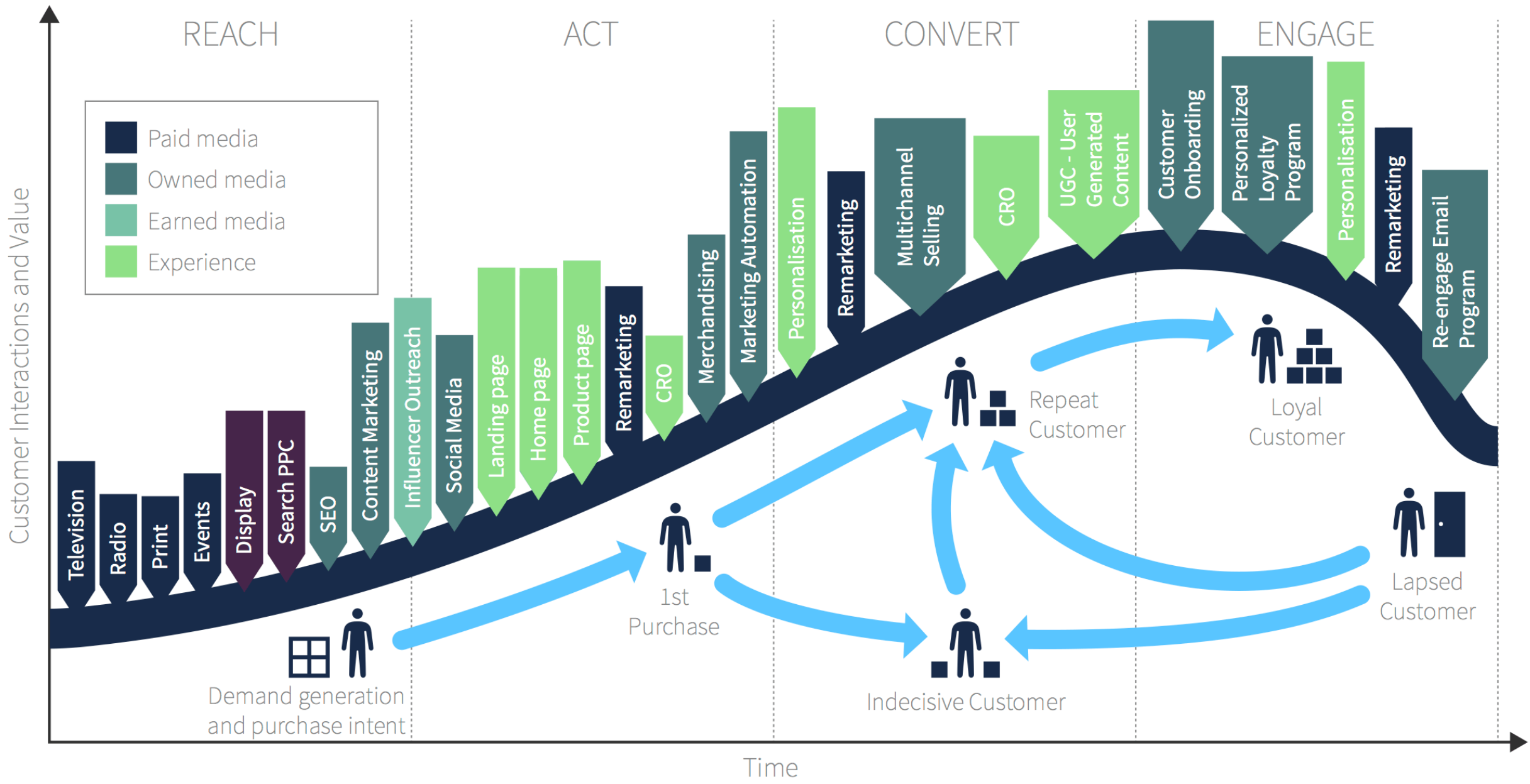
Digital Marketing

Digital marketing encompasses various marketing tactics and technologies used to reach consumers online. As a form of online marketing, it allows organizations to establish a brand identity and has revolutionized the marketing industry.

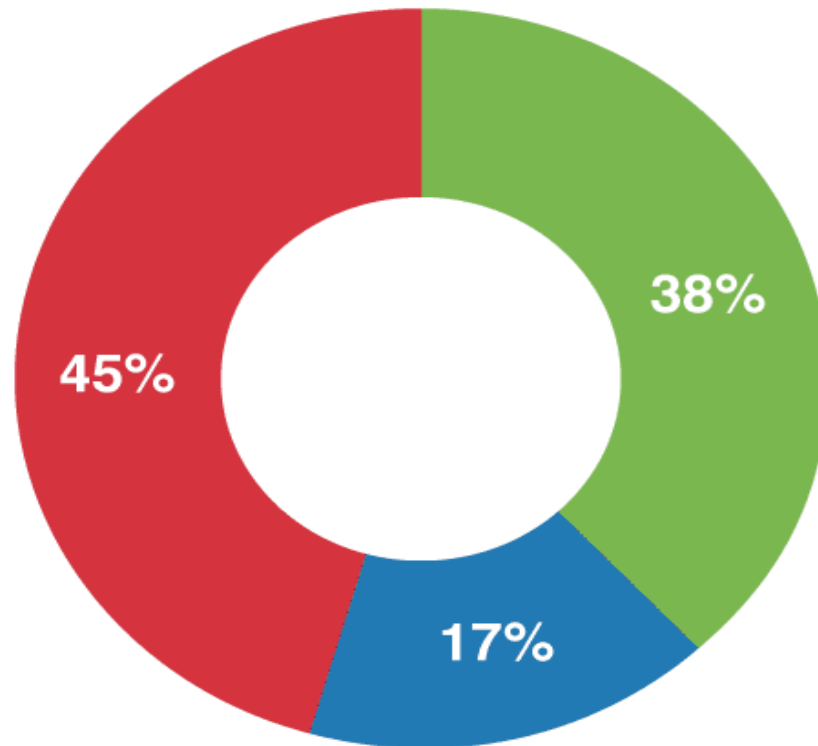


The Smart Insights approach to digital marketing success





Does your organization have a clearly-defined digital marketing strategy?



- Yes - it's integrated into our marketing strategy
- Yes - it's defined in a separate document
- No - we are doing digital marketing, but no defined strategy

Number of
Respondents
981



2019 / LONDON
MTEX
MARKETING TECHNOLOGY EXPO

2019 / LONDON
B2B MARKETING
EXPO

Opportunity

- Capability graders
- Audit templates
- Skills audits
- Benchmark insights
- Conversion models

Strategy

- Playbooks
- Learning path / 7 Steps guides
- Planning templates
- Example templates

Action

- Action templates
- Quick Wins
- Reporting templates
- Design pattern examples

AIMING FOR DIGITAL MARKETING EXCELLENCE

Take your digital marketing to the next level with our capability assessment. Use our visual checklist to audit how well your business or clients are exploiting their digital marketing and then plan how to take it to the next level.



Digital Capability	ONE. Initial	TWO. Managed	THREE. Defined	FOUR. Quantified	FIVE. Optimised
A. Strategic Approach	No strategy	Outline plan with prioritised marketing activities	Defined vision and strategy for Digital Transformation	Business-aligned strategy and roadmap	Agile strategic approach
B. Performance Improvement Process	No KPIs	Volume-based KPIs No dashboards	Quality-based KPIs 'Last click' attribution Business dashboards	Value-based KPIs Weighted attribution Ad hoc tests / CRO	Lifetime-value KPIs Structured experiment programme
C. Management Buy-in	Limited	Verbal support, but inadequate resourcing	Sponsorship and increased investment for Digital Transformation	Active championing and appropriate investment	Digital is an integral part of strategy development
D. Resourcing and Structure	No specific digital skills	Core skills centralised or agencies	Centralised hub and spoke Dedicated resources	Decentralisation and reskilling	Balanced blend of marketing skills
E. Data, Martech and Infrastructure	No or limited customer database	Separate marketing technology, limited data integration	Partial integrated Martech stack and data quality controls	Integrated systems and 360° view data sources in Martech stack	Latest innovations, e.g. AI and Machine Learning can be integrated
F. Integrated Customer Communications	Not integrated	Core push activities synchronised	Integrated inbound approach. Last-click evaluation.	Integrated, Personalised, Paid-Owned-Earned media attribution	Media optimised for ROI and to maximise CLV
G. Integrated Customer Experience	Static brochureware website	Desktop and mobile support, not personalized. Landing pages in place.	Partially personalized desktop and mobile experience	Integrated, Personalized web, mobile, email and social media	Full contextual personalized experiences and recommendations
	"Laggard"	"Developing capability"	"Competent average capability"	"Above-sector average capability"	"Market leading capability"

+ Refine your Digital Marketing Strategy with Smart Insights member toolkits.

+ Check out our hub page <http://bit.ly/smartstrategy> for our free blog articles and planning template.

+ Join our premium members to download digital marketing planning templates and our 7 Step guides to digital strategy.

Wants

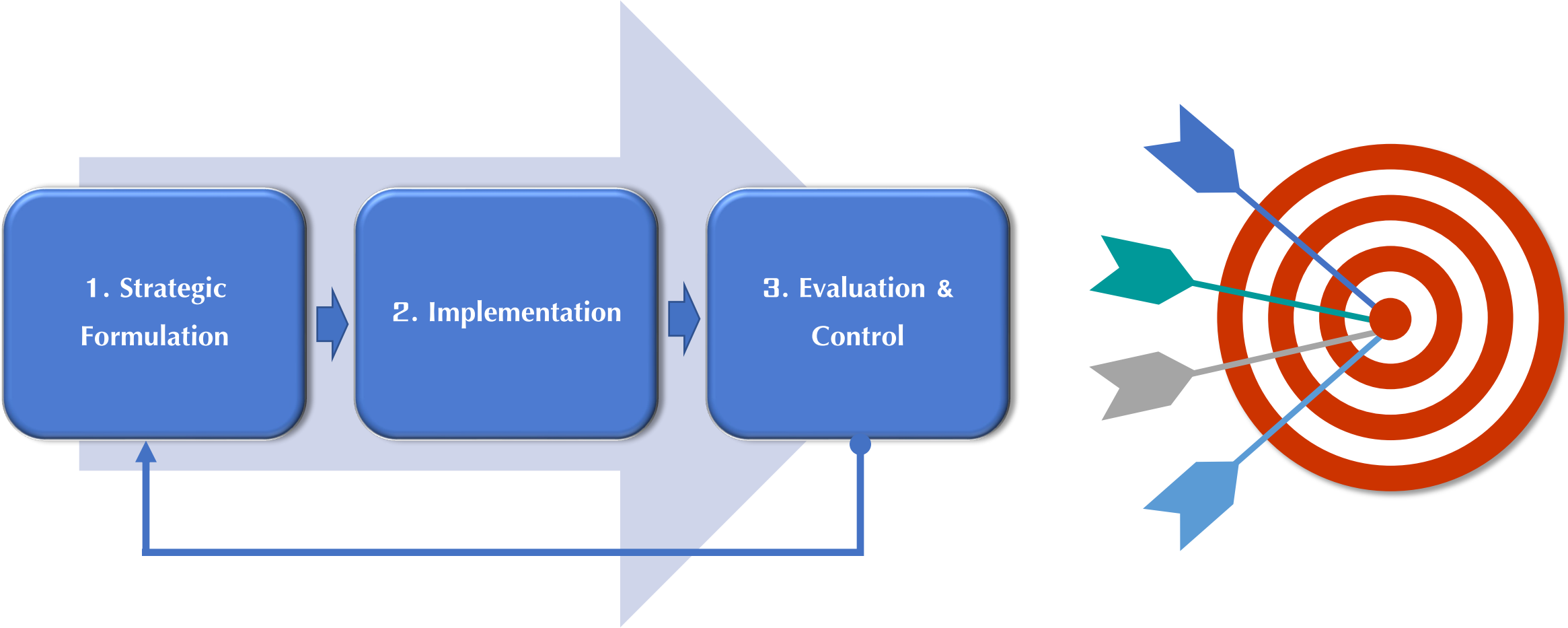
Needs



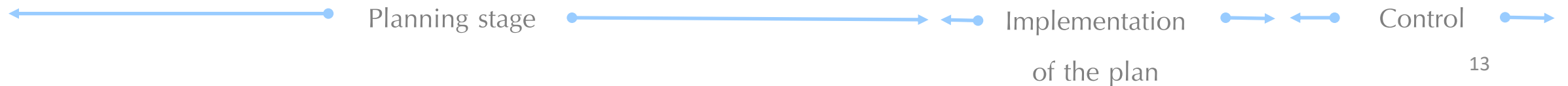
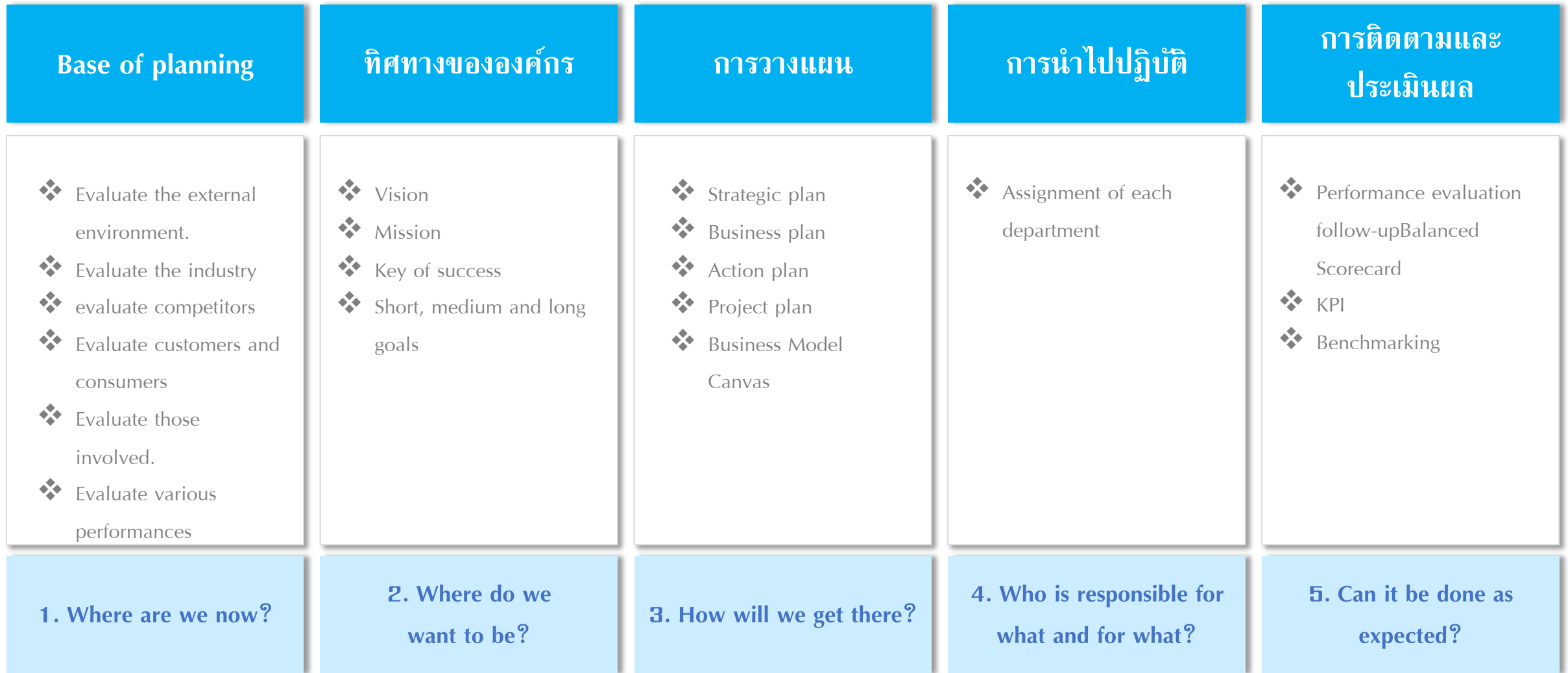
Unmet needs



Strategic Management Procedures



Strategic planning process

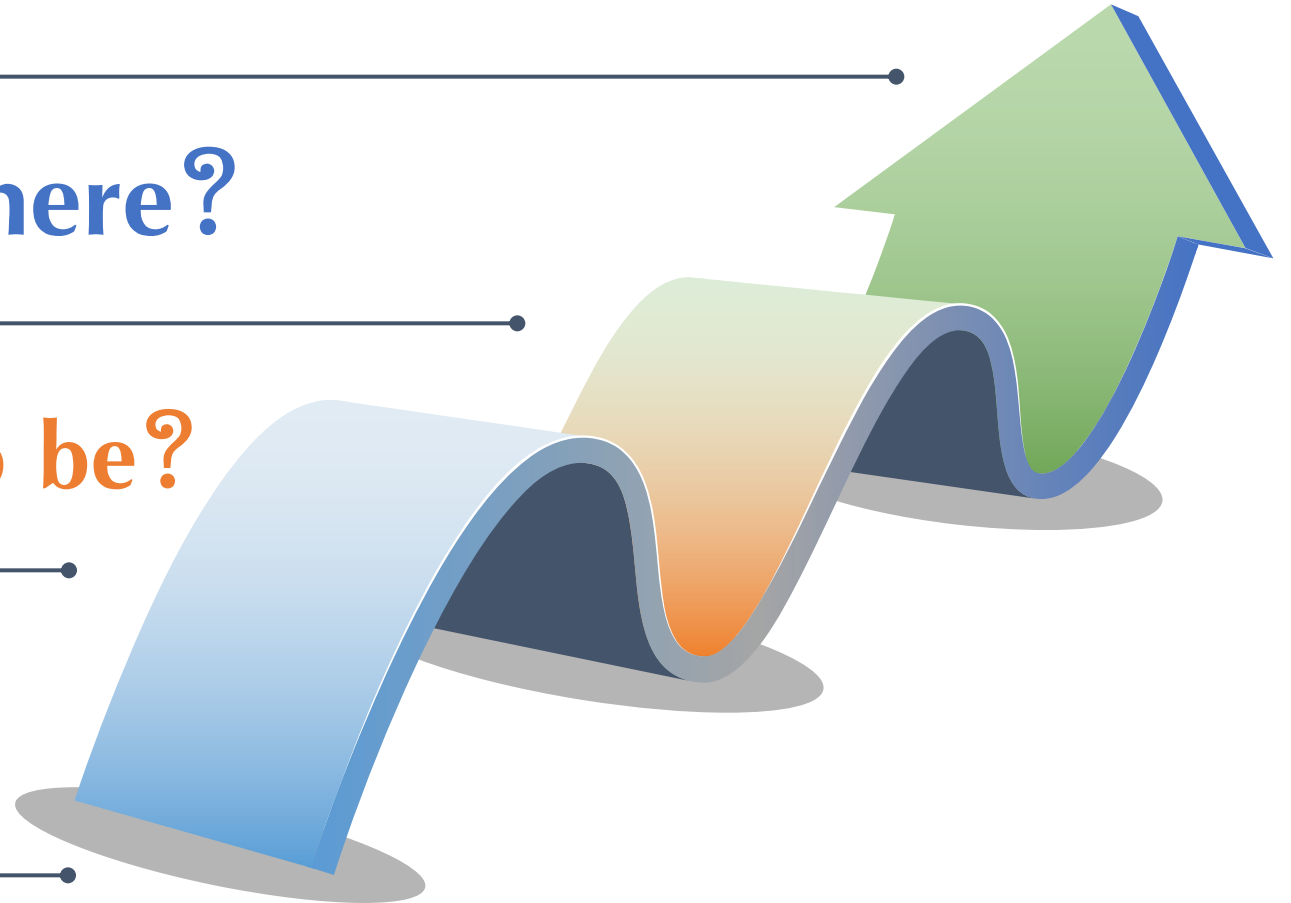


Strategic planning process

How will we get there?

Where do we want to be?

Where are we now?



Planning

Where do we go from here?

Planning is making decisions for the future of the organization. Which is the duty of management In strategic planning, opportunities must be explored.

Planning must take into account 3 questions that need to be addressed:

Where are we now?

Where do we want to be?

How will we get there?

Planning



กระบวนการวางแผนกลยุทธ์

Question 1	Method/tool	Result
Where are we now?	<p>analyze</p> <p>External environment (politics, economy, society, technology = PEST) Competitive Analysis</p> <p>Analyze Stakeholders</p> <p>Analyze customers and consumers</p> <p>Internal administration By analyzing business functions, 7S's Value Chain, Resource-based, BSC, TQA/PMQA</p>	<ul style="list-style-type: none">– S: Strengths– W: Weaknesses– O: Opportunities– T: Threats

กระบวนการวางแผนกลยุทธ์

Question 2	Method/tool	Result
Where do we want to be?	After analyzing the SWOT results, it is used as a basis for determining the direction of the organization.	<ul style="list-style-type: none">- Vision- Mission- Key of success- Target

กระบวนการวางแผนกลยุทธ์

Question 3	Method/tool	Result
How will we get there?	<ul style="list-style-type: none">- BCG- GE- ADL- TOWS- Porter Generic Strategy	<ul style="list-style-type: none">- Corporate strategy- Business strategy- Practical strategy- Budget

Q&A



Workshop!



Thank you

Asst. Prof. Wilailuk Rakbumrung, Ph.D.

Head of Master of Management Program in Innovative
Management

Doctor of Philosophy Program in Technology Management
and Innopreneurship, Chulalongkorn University

E-mail: wilailuk.ra@ssru.ac.th

