

STRATEGIC PLANNING IN THE DIGITAL AGE

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<https://stepstraining.co/strategy/6-steps-to-digital-marketing-strategy>

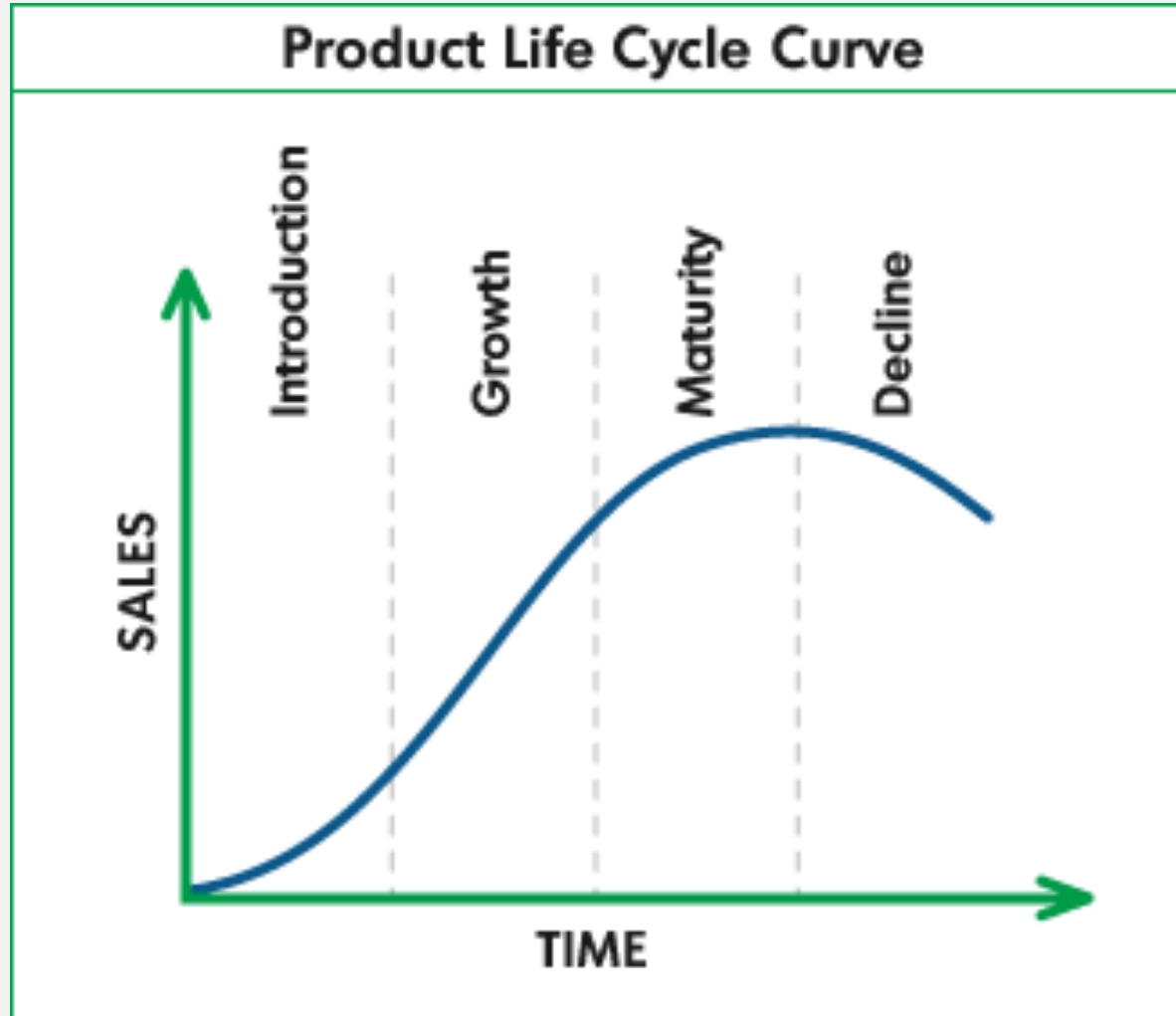


<https://stepstraining.co/strategy/prepare-for-digital-marketing-strategy>

DIGITAL MARKETING STRATEGY



PRODUCT LIFE CYCLE CURVE



1. Introduction
2. Growth
3. Maturity
4. Decline

5 IMPORTANT THINGS THAT NEED TO BE DONE BEFORE STRATEGIZING TO DIGITAL MARKETING

1. Set goals and guidelines clearly what you need.

2. Manage different media channels and content according to online media consumption behavior to link with offline consumer behavior in all dimensions.

3. Develop content, marketing plans and strategies to suit different types of social media that have different functions.

4. Survey consumer behavior. Which social platforms do customers like to play? so that the content can reach customers effectively

5. Know a specific customer (Niche Audience) and promote the product. And business services to reach a large group of people (Mass Audience) to create initial awareness as much as possible.

Things to prepare before making a strategic plan in the digital age



Things to prepare before making a strategic plan in the digital age



**1. Set
business
goals.**



competitors

- 1. Which brands are your competitors? What are competitors products and services?**
- 2. What is the market share?**
- 3. What gaps do competitors have that allow us to enter the market instead? etc.**
- 4. Where does our business stand today?**
- 5. how is our business compared to other organizations in the same industry?**

1. Business Analysis

1. Problem

2. Strength of Business

3. Competitive Products

4. Conclude

CASE STUDY



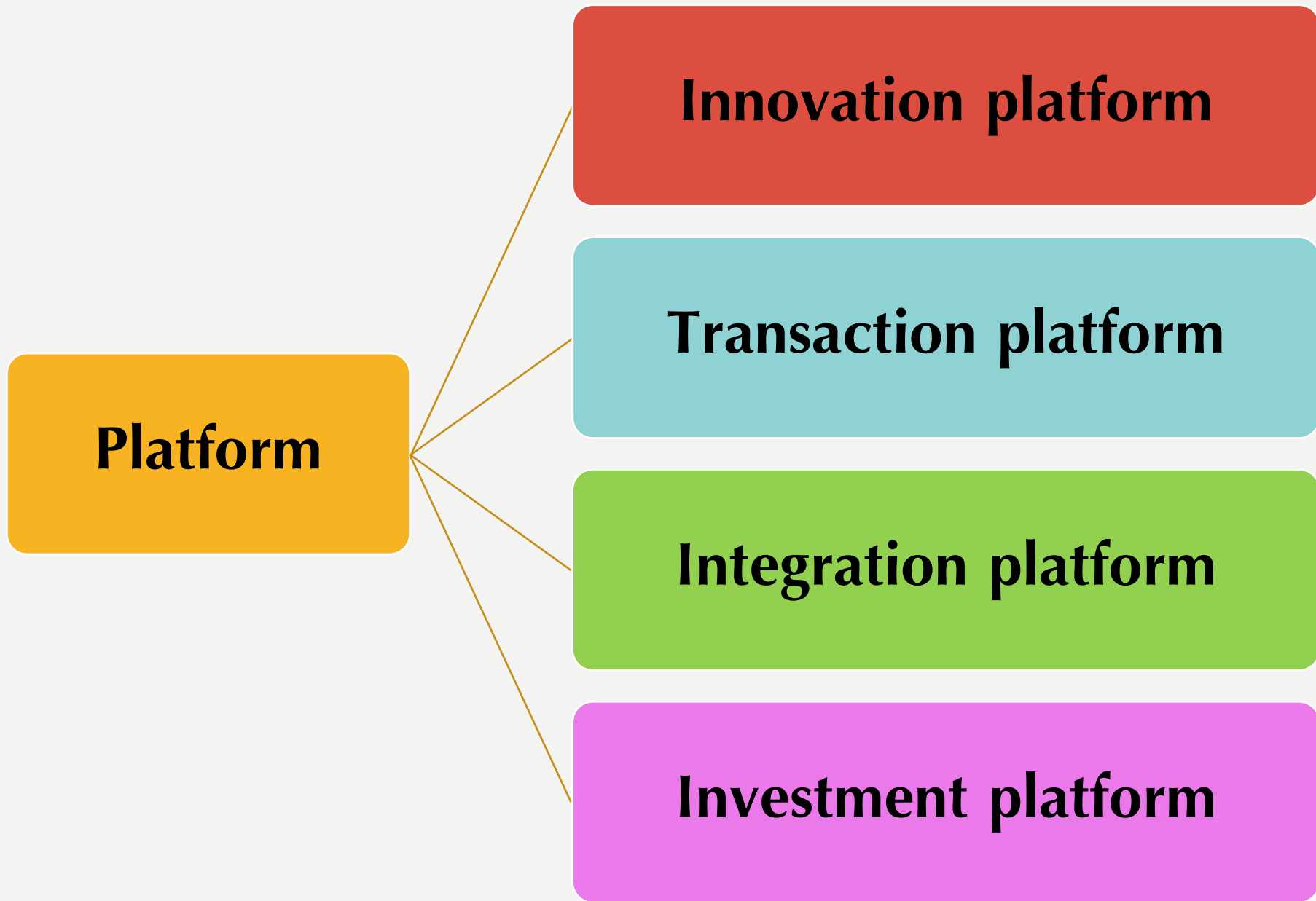


Online Platform Analysis



Google





Platform

Innovation platform

Transaction platform

Integration platform

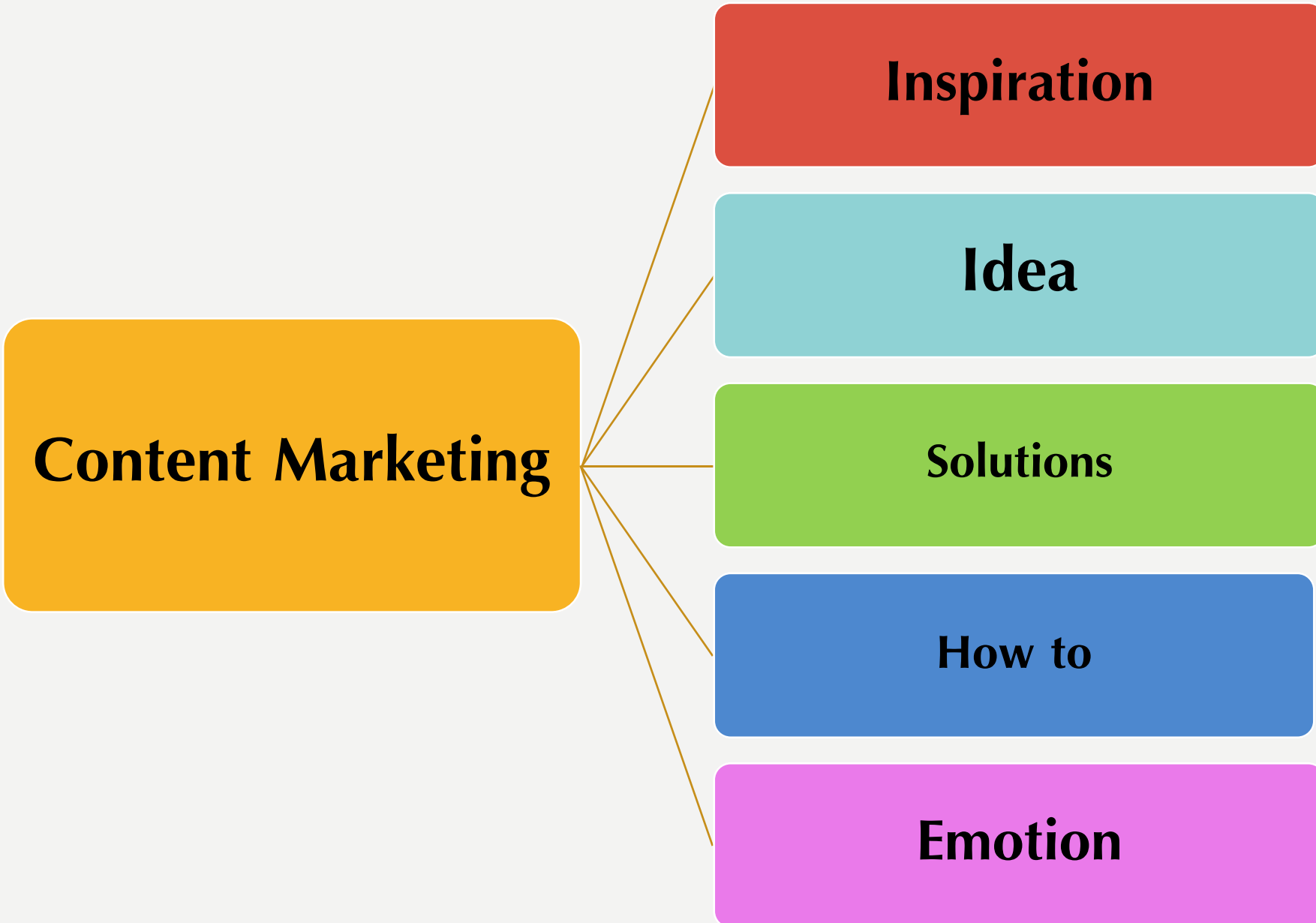
Investment platform

SOCIAL GOAL

Content Marketing

Viral Marketing

**Customer
Relationship
Management**

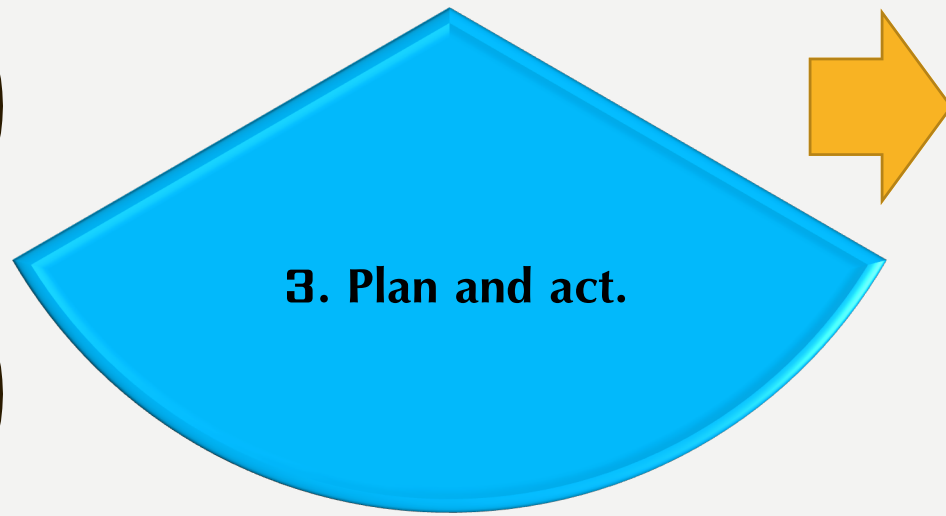


2 Marketing Goal Communication Objectives

**2. Set
marketing
objectives
and goals.**



**analyzing all data To set objectives, online marketing
strategies clearly lead to the expected goals and be
able to develop online platforms well.**



There are objectives and goals already!! Must focus on planning and action by choosing modern tools. Choose a channel and adapt to the customer, for example, what kind of person is this social media player?



- 1. Facebook**
- 2. Twitter**
- 3. Line@**
- 4. Instagram)**



TikTok



CASE STUDY



- 1. Problem)**
- 2. Strength of Business**
- 3. Competitive Products**
- 4. Customer Persona**
- 5. Online Platform Analysis**
- 6. Objectives**
- 7. Goal**

Audience



Audit



Production



Formats



Distribution



Brand



Workflow



Stakeholders



Goals



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