

Further Tips to Developing a Cohesive Digital Marketing Strategy

Deciding how website and social media accounts should work together is an important step in creating a complete digital marketing plan that makes sense to the business and is not in conflict with other marketing campaigns and strategies. It's also important that all digital platforms and offerings should work together to ensure their benefits are maximized in terms of creating: effective marketing campaigns, efficient internal administrative processes and cost effective implementations.

There are multiple questions to ask when putting a detailed strategy together:

1. How does digital marketing fit with the culture and infrastructure of the current business?
 - Readiness levels of staff
 - Is local and central management on board?
 - Training requirements
 - Technical infrastructure including hardware upgrades and software requirements
2. What is the big picture long-term online strategy for business?
 - Big bang approach or slow integration
 - Move to solely digital offerings (products/services) in the future or mix of offline and online
3. Of what should my digital offerings comprise?
 - Website creation or upgrade
 - Integrated or stand-alone blog
 - Which social media platforms?
 - Other - such as digital newsletters, questionnaires, podcast, digital products etc
4. How will digital marketing work on a daily, ongoing basis?
 - Who will administer the social media accounts, website and blog? Do they have the time?
 - Are there content creation specialists amongst staff or will outside services be required?
 - How will digital marketing improve current administrative processes, existing product and service offerings? Any disadvantages?
 - How will the various digital marketing efforts complement each other?
5. How will digital marketing support a specific campaign?
 - Creation of a reusable process to maximize campaign efficiencies. No need to reinvent the wheel.
 - How will non-digital marketing campaigns dovetail with the digital ones ie tv and radio advertisements, print marketing etc.

Output from the discussion above is likely to be twofold: a documented digital marketing strategy and a digital marketing schedule. These can be standalone documents or integrated into existing marketing planning to ensure full coherence.