E-Marketing Plan

Md Mahadi Rabbi

Westcliff University

Digital Marketing Metrics & Management

Dr. Nicholas Metcalfe

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E-Marketing Plan

The e-marketing plan is the road map for creating and executing your company's online marketing strategy. It describes the company's approach to doing business online and how it ties into tech-based advertising campaigns. An Internet marketing plan may be created with the help of the e-marketing planning procedure. The plan details how to implement the strategy via the management of marketing. According to Kotler and Keller (2015), the seven phases of a good e-marketing strategy are as follows: situation analysis, planning strategies, defining e-marketing goals and a plan, coordinating resources, and assessing outcomes. Every online business needs a solid strategy for promoting its services online.

Situational Analysis

A SWOT analysis or PESTLE analysis of the company's external environment is the first stage in determining the company's position in the market. The strategy is formulated after taking into account the company's rivals, the state of the industry at the time, any emerging trends, and the nature of the competition. The first stage in creating a successful strategy is doing an in-depth customer and market analysis. The initial step for many would-be business owners is jotting ideas on a napkin. SWOT is an analytical tool that enables the business to know its viability in a given area. Because of the wealth of data it may provide, a SWOT analysis is essential to a successful digital marketing strategy.

E-marketing Strategy

An efficient e-marketing strategy includes a number of tasks, such as target-market research, product differentiation, positioning, gap analysis, and decision-making. For example, if you create a marketing effort aimed at the incorrect audience, the reaction you get may be less than expected (Movahedi-Lankarani, 2002). Methods like email marketing and strategic advertising are effective, but they do not guarantee a profit. It's possible that the issue stems from poor segmentation.

Rationale

The e-marketing strategy details the goals, timeline, and workload for your campaign. The goals of e-ma marketing include but are not limited to, expanding market share and income, raising brand awareness and brand efficiency, optimizing for local search, and better managing customer relationships. Building a strong online presence requires establishing a reputation for your company's name, logo, and core values among your target audience. Customers put more trust in well-known brands, especially those that they associate favorably with. A company's ability to instantaneously communicate with its customers over the internet lays a firm foundation upon which to build trust. Because of their emphasis on user-to-user communication, social media platforms help businesses build stronger brands.

E-marketing Strategy

There are four main approaches to e-marketing, which may be summarized as the "4Ps." The product, price, place, and promotion are the "4Ps" of marketing. Issues of segmentation, positioning, differentiation, and targeting are also addressed. The choices made concerning the website's content, products, and online advertising are all part of the product strategy (Kotler & Keller, 2015). The use of dynamic pricing and online bidding are two examples of such techniques. Direct marketing and e-commerce are two examples of distribution methods. The marketing communication plan includes promotion. Lobbying may help brands stand out from the crowd and develop their own unique competitive approach. Businesses use differentiation strategy to establish their goods distinct from competitors and sway customer preference.

Execution Plan

After all the tools and procedures are set out, the marketing strategy may be implemented. Here, marketers may use a broad range of strategies, such as staff training, 4Ps marketing mix approaches, electronic mail, online forms, and website log analysis. The marketing strategy includes an explanation of the expected return on investment (ROI) (Gamble et al., 2019). Return on investment (ROI) computations, cost-benefit analyses, and internal rate of return (IRR) analyses are used to do this.

Monitoring and Evaluation

An effective marketing campaign requires constant assessment. Using racking systems, one may take measurements. Performance indicators are used to evaluate the strategy's efficacy. The enhanced profits are anticipated as a direct result of the e-marketing efforts.

Conclusion

An effective online marketing strategy is developed using the e-marketing planning procedure. The plan details how to implement the strategy via the management of marketing. Every online business needs a solid strategy for promoting its services online.

References

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