



AREU

Digital Marketing training

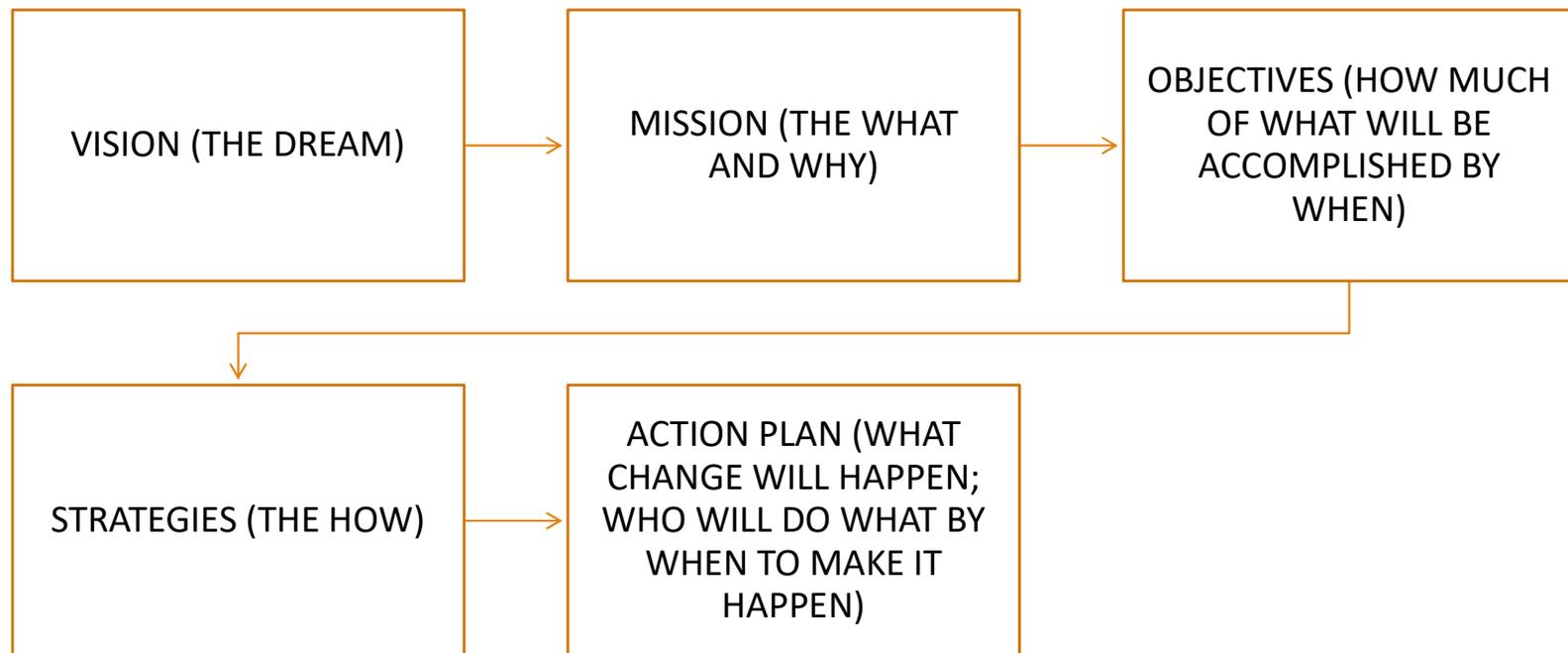
Day1, Part 3

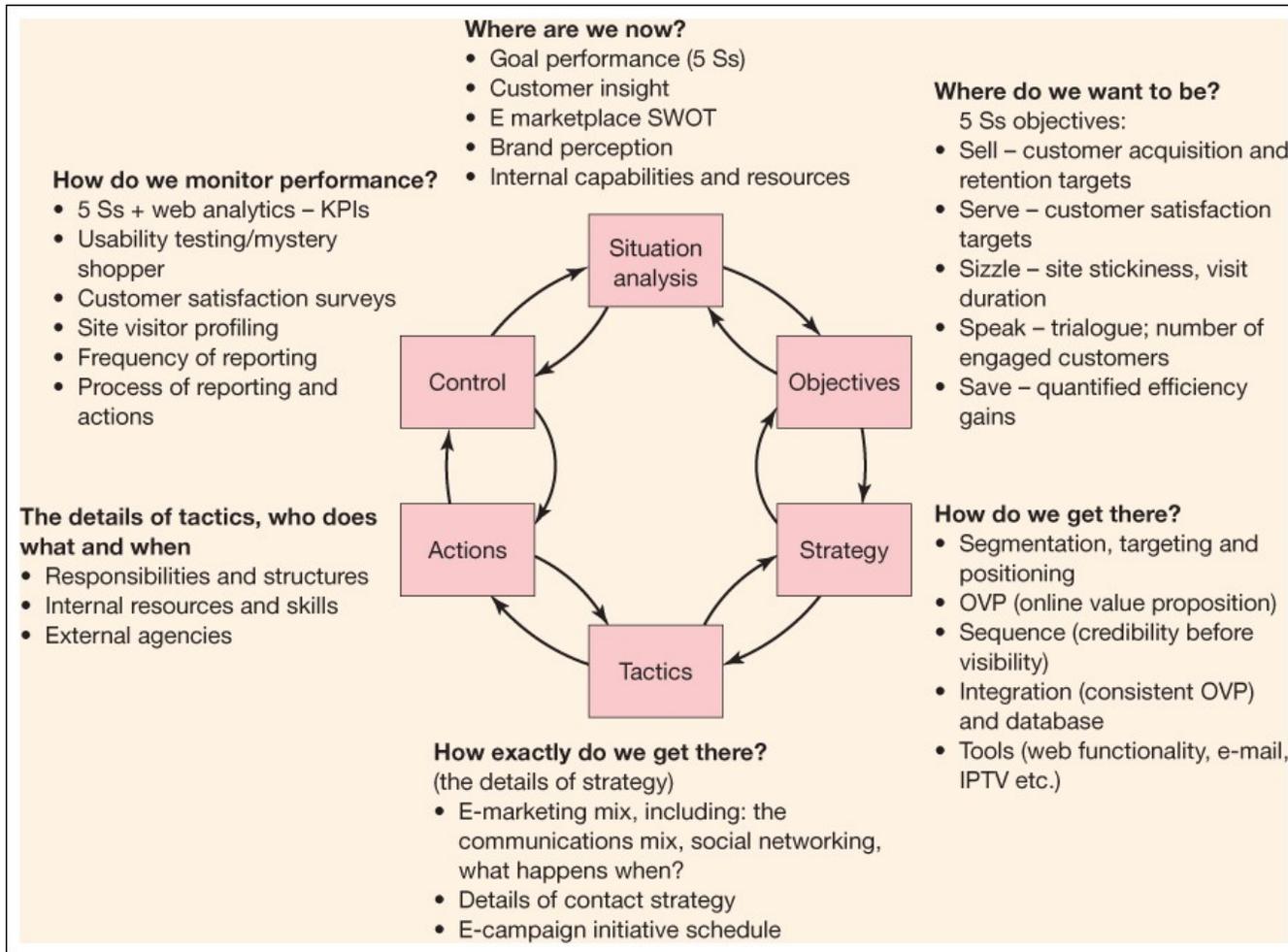
By

AREU General Manager

Date: December 16-17, 2020

Strategic Planning Process(VMOSA model)





The SOSTAC[®] planning framework applied to DMS development

Digital SWOT analysis

<p>The organisation</p>	<p>Strengths – S</p> <ol style="list-style-type: none"> 1. Existing brand 2. Existing customer base 3. Existing distribution 	<p>Weaknesses – W</p> <ol style="list-style-type: none"> 1. Brand perception 2. Intermediary use 3. Technology/skills 4. Cross-channel support
<p>Opportunities – O</p> <ol style="list-style-type: none"> 1. Cross-selling 2. New markets 3. New services 4. Alliances/co-branding 	<p>SO strategies</p> <p>Leverage strengths to maximise opportunities = Attacking strategy</p>	<p>WO strategies</p> <p>Counter weaknesses through exploiting opportunities = Build strengths for attacking strategy</p>
<p>Threats – T</p> <ol style="list-style-type: none"> 1. Customer choice 2. New entrants 3. New competitive products 4. Channel conflicts 	<p>ST strategies</p> <p>Leverage strengths to minimise threats = Defensive strategy</p>	<p>WT strategies</p> <p>Counter weaknesses and threats = Build strengths for defensive strategy</p>

8 Steps For creating Great Digital marketing strategy

- Setting Goals and objectives
 - Identifying your customers
 - Identifying your competitors
 - Search Engine marketing
 - Choosing the target channel (SM/Google/YouTube...)
 - Email Marketing
 - Content marketing
 - Measuring results
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Digital Marketing Strategy template

- 4-25 pages
- About
- Goals
- Objectives
- Channels
- Landing pages
- Risk
- Mitigating risks
- Measurements
- Action plan
- budget

AREU Digital marketing channels

- <http://dev.areu.af> (Website)
- <http://directory.areu.af> (Business directory)
- Facebook page
- YouTube page
- Instagram
- LinkedIn
- Telegram
- Twitter
- WhatsApp groups
- Content marketing
- Email (Planned
- Google awards account

Action plan

Activity	Sub activities	Frequency
Facebook posts	<ul style="list-style-type: none"> • Promotional posts • Paid ads, and Awareness rising posts • Engagement posts, and Responding visitors' comments and reactions • Answering visitors messenger inquiries • Promoting AREU members profiles and products 	<ul style="list-style-type: none"> • Daily
Google ads	<ul style="list-style-type: none"> • Setting ads objects and selecting ads type • Ads design, Ads setup, and activation 	<ul style="list-style-type: none"> • Monthly • Weekly
Google analytical reports	<ul style="list-style-type: none"> • Setting up google analytics in Website, and generating report 	<ul style="list-style-type: none"> • Weekly, Monthly
AREU members google map address	<ul style="list-style-type: none"> • Setting up AREU and its members office or point of sales in google 	<ul style="list-style-type: none"> • Regularly
YouTube channel update	<ul style="list-style-type: none"> • Creating video content, editing, and Publishing videos 	<ul style="list-style-type: none"> • Weekly
Linked posts	<ul style="list-style-type: none"> • Developing and publishing posts 	<ul style="list-style-type: none"> • Weekly
Sending Bulk emails	<ul style="list-style-type: none"> • Sending promotional and business emails 	<ul style="list-style-type: none"> • Regularly
Collecting emails	<ul style="list-style-type: none"> • Collecting prospects and stakeholders' emails through register books, website visitors register, eBook sharing and son on. • Developing a big emails data base 	<ul style="list-style-type: none"> • Regularly
Website update	<ul style="list-style-type: none"> • Creating appropriate content, and posting regularly 	<ul style="list-style-type: none"> • Weekly
Twitter account creation	<ul style="list-style-type: none"> • Creating AREU twitter account and appropriate posts and contents • Updating the account 	<ul style="list-style-type: none"> • Weekly