

Driving Profit & Revenue
Through Search and Social

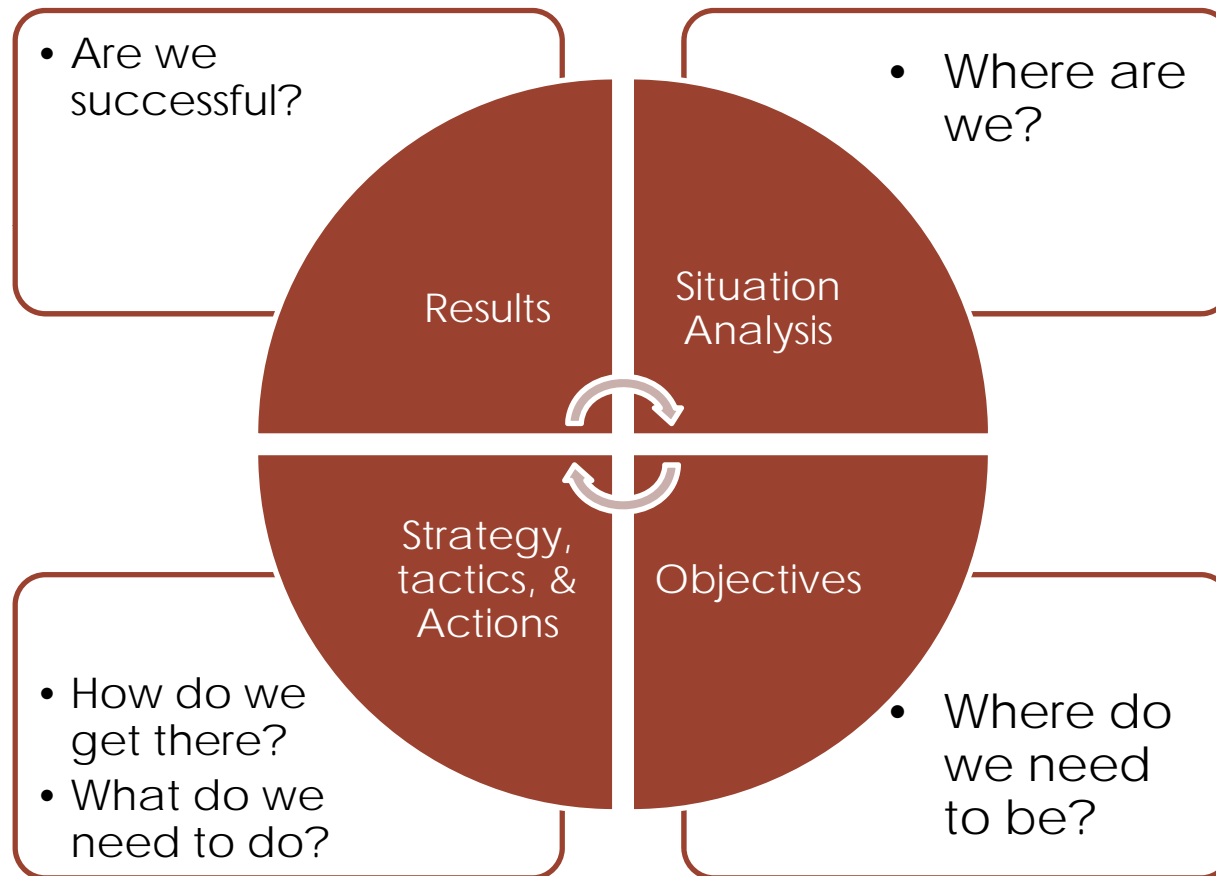


Creating Your Digital Marketing Plan

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Digital marketing plan



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Situation Analysis

Where are we now?



Situation analysis

- Analyze your business & market
 - Why do customers come to us?
 - What are our USP's?
 - What are our key revenue drivers?
- Analyze the competition
 - What are their key business drivers?
 - What are their overall strategies?
 - What are their USP's?



***Need to understand where you currently are before you can define where you want to be!**



Sample business & market analysis

GEO Targets	Why Visit	Revenue Drivers	USP's	Niches	Attractions	Non-Branded Keywords
<i>North Bay Area</i>	Business meetings	Rooms (500)	Close to airport	Wedding	Golden Gate	San Francisco hotel
<i>San Francisco</i>	Vacations	Restaurants	Near convention hall	Spa	Academy of Sciences	San Francisco downtown hotel
<i>Financial District</i>	Conventions	Spa	near downtown	Golf	Bay Bridge	hotel near financial district



Competitive & location analysis - Summary

Hotel	Product (Star rating, etc)	Key Business	Site URL	Distance to Most important Attraction
Your Hotel	500 Guestrooms/Suites; 3.5-Star	Leisure/tourists, Groups, Meetings, Weddings, On-Site Dining	www.yourhotel.com	1.0 mile
Competitor 1				
Competitor 2				
Competitor 3				



Competition analysis

Hotel	Google+	Google+ Posts	Bing Local	Yahoo Local	Mobile Site	Google Reviews	Yelp Reviews	TripAdvisor Reviews
<i>Your Hotel</i>	Y							
<i>Competitor 1</i>	N							
<i>Competitor 2</i>	N							

Hotel	PPC	NAP Check	FB Check in	FB Likes	Youtube	Twitter Followers	Flickr
<i>Your Hotel</i>	N						
<i>Competitor 1</i>	Y						
<i>Competitor 2</i>	N						



Current website performance

KPI's	2012	2013	% Change
<i>Objective 1, ex. Traffic</i>			
<i>Objective 2 ex. Conversion</i>			
<i>Objective 3 ex. Leads</i>			

- *Where are we now?*
- *Where do we want to be?*

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Objectives

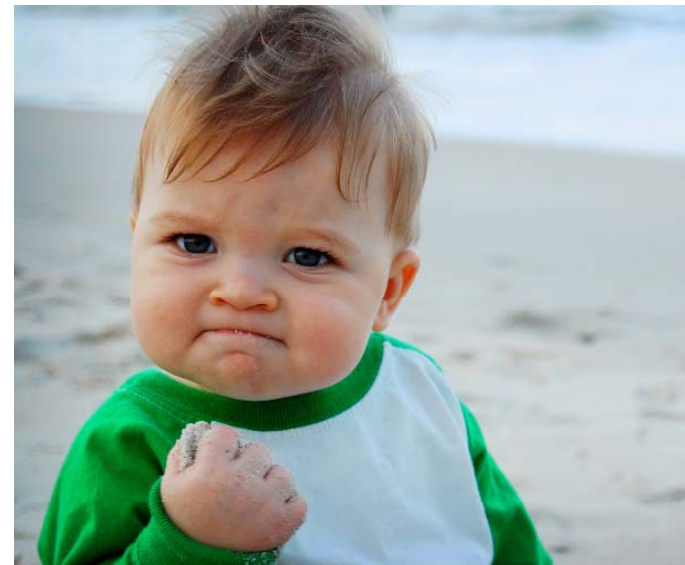
Where do we need to be?



Goals & objectives



- **Specific**
- **Measurable**
- **Attainable**
- **Relevant**
- **Time-bound**





Setting goals

- Focus on your most important goals
 - Understand where you are and know what you want to achieve
 - 'buy in' from your entire team on KPI's
- Use your competitive analysis to help develop goals
 - Position yourself favorably against the competition
 - Align your goals with your strategies and tactics
 - Determine KPI's by goal (Engagement= FB shares, Twitter follows, etc.)





Goals

KPI's	Description
<i>Sample KPI: Traffic</i>	Increase Traffic by X% by X date
<i>Sample: Conversion</i>	Increase Conversion by X% by X date
<i>Sample: Revenue</i>	Increase Revenue by X% by X date

- ***Ensure that these objectives are measurable:*** *Ensure measurements are consistent, use the same tracking system YOY.*
- *What is most important to your business?*
 - *Natural Traffic*
 - *Lead Generation*
 - *Conversion*
 - *Engagement*



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Online Strategy, Tactics & Actions

How do we get there?



Strategies & tactics

- How will we reach our goals?
 - Increase Relevant Traffic, Conversion & Revenue (*Sample Objective 1*)
 - Website Optimization for Search Engines /SEO
 - Organic Promotion
 - PPC
 - Local Promotion
 - Mobile Marketing
 - Increase Engagement (*Sample Objective 2*)
 - Social Media: Facebook, YouTube, Twitter
 - Email Marketing
 - Reviews Management





SEO & content marketing

Tactic	Detail/Actions
<i>Site Optimization</i>	
<i>Organic promotion</i>	
<i>Optimized Content</i>	



Local search

Tactic	Detail/Actions
<i>Google+ optimization & promotion</i>	
<i>Yahoo Local optimization & promotion</i>	
<i>Local Citation research and acquisition</i>	



PPC

Tactic	Detail/Actions
<i>Google PPC</i>	
<i>Content Network</i>	
<i>Mobile PPC</i>	



Mobile strategy

Tactic	Detail/Actions
<i>Mobile Booking Engine</i>	
<i>Relevant content/pages</i>	
<i>Responsive Sites</i>	



Social media marketing

Tactic	Detail/Actions
<i>Facebook Optimization & promotion</i>	
<i>YouTube</i>	
<i>Review Management</i>	



Brand.com

Tactic	Detail
<i>Friendly URL's</i>	
<i>Content & Images</i>	
<i>On Page SEO</i>	

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Results

Measuring your success



Measuring your KPI's

- Create a KPI measuring dashboard for easy summary (ROI)
 - Determine overall performance by strategy (Organic contribution vs PPC)
 - How often will you measure? Daily, Weekly?
 - What will you measure? Visits, Referral traffic?
 - These are signs of your overall performance



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Thank you!

#MilestoneDMC2013