

Integrated Digital Marketing Strategy

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Introduction

Integrated digital marketing strategy in 2023 is about how do we pull, sell and manage loyalty across consumer cohorts. While, today consumers loves authentic brand but they still believe in a fling than a marriage. How do we reach out to this consumer in this cluttered space? How do we keep this consumer engaged with us? What do we do to keep them coming back to us?

The complete digital marketing strategy today for any brand lies in **3 simple Cs**, now whether you are a budding entrepreneur, a digital manager for a brand or working in a digital agency.

- **Content** : To reach, engage and drive experiences
- **Commerce** : To pull (and not push) them down the funnel
- **Community** : To keep them engaged and coming back

Course take outs

At the end of this course students will be able to

1. Make a **full funnel digital strategy** for a brand across content, commerce, analytics and community
2. Work on a **live client brief** that will help you in applying your learnings to create an integrated digital strategy

Statutory warning : after this course you will be able to crack any job interview in digital marketing

Session Details

Session 1:

Content marketing | Part 1a : Creation of valuable, relevant and consistent content.

3H of Content : Heart, Head and Hygiene

- Heart: Creating content to drive positive impact on the brand
- Head: Defining content that will drive business
- Hygiene: Snack content engine to drive recall and engagement

Case Examples

- Heart : Dove, Burger King (Global)
- Head : Angel One, Beautiful Me (HUL)
- Hygiene : Durex, Manforce

Guest Speaker

Eshita Goswami, Brand Head Manforce Condoms
Rajeev Jain, VP Marketing, DS group (Pulse)

Class Exercise

- Live 3H modelling for any dream business
- Create a 3H model for your dream business individually

Session 2:

Content marketing | Part 1b : Topical and Moment Marketing Strategy

Why is every brand wishing us happy Diwali to happy burger day, are they running short of ideas and content, lets demystify this trend of wishing every tom, dick and harry festival and social day.

- Topical marketing strategy : It's a science
- Topical marketing budgeting : Where to spend and how much
- Moment marketing strategy : How to become Zomato, Durex, Manforce, Fevicol etc
- Moment marketing execution approach : How do we do it in hrs
- Measuring brand impact through topical and moment marketing

Group Exercise

Study the following brands Topical strategy and Moment marketing strategy

- Zomato Vs Swiggy (Moment)
- Durex Vs Manforce (Moment)
- Fevicol Vs Amul (Moment)
- Hp Vs Mankind Pharma (Topical)
- Eicher Vs Mahindra (Topical)
- Amazon Vs Flipkart (Topical)

Session 3:

Content marketing | Part 2 : The distribution of Content via the POEM (Paid, Owned, Earned Media) Approach

Owned Media

- **Website/Brand Stores** : Is the product enough? What content should be created? How do we create so much content? How do we use AI for content and copywriting? How do we measure success?
- **SEO**: Is it a tortoise that can help us win the race? How do we start? How much is enough? What is GMB?
- **Social Platforms**: Should we do Instagram or Facebook, What about YT, and we heard share chat is picking up? Should we post the same stuff or should we try different things? What's BPCI model? What's the right KPI?

Earned Media

- **Influencer Marketing** : Does it work or is it a faff? How do we select and measure success?
- **Digital PR**: How do we get our work recognised, How do we get the right buzz for investors and consumers at the same time
- **ORM**: Online Reputation Management, is it proactive or only reactive? How do we set up a listening lab? What do we use the same in marketing insights?

Guest Speakers

Jasleen Kohli, Digital Lead, Dabur India

Suggestive Reading and Viewing

POEM Approach : <https://www.youtube.com/watch?v=ORiPrhAbPDc>
Brand Stores : <https://advertising.amazon.com/solutions/products/stores>
GMB: https://www.google.com/intl/en_in/business/
Influencer Marketing : <https://www.outlookbusiness.com/perspective-26/weighing-influencers-worth-6635>

Session 4:

Content marketing | Part 2b : The distribution of Content

The POEM Approach

- Paid Media
 - What's the objective for paid media
 - How do we define target audience for media planning and buying
 - How many ads are good enough to drive results
 - How do we measure efficacy

Commerce Strategy Part 1

Can digital media help us in pulling consumer down the funnel

- B2B brands how would they use digital media to do this
- B2C Brands, how can they run a parallel showroom on digital
- Ecommerce market place : A boon or a death to the brand
- How do we create consumer sales funnels

Case Study

How did Relaxo Footwear became the top 3 selling footwear brand in India

Class Exercise : Create Google Data Studio around ecommerce business and analytics

Session 5:

Commerce Strategy Part 2 : Data the epicentre to drive sales

- Nano Cohorting
- Data automation and CRM
- Cookies and their role in driving sales
- Regionalisation in data and
- How do we create 1st party data and DMPs
- Google Analytics 4

Guest Speakers

1. Theo and Deepraj, Data and Customer Intelligence, EG with
2. HUL D2C Head

Case Study

HUL, Data Automation and Sales Strategy online

Session 6:

Community

- The I am, I do, I Co-create Model
- What are brands doing today in India and internationally
- Does community building helps, or its not required in this age of Tinder customers
- Where do we create communities
- How do we budget for the same
- How do we measure efficacy
- Some case examples of brands

Guest Speakers

- Akhil Sethi, JBL, Digital Marketing Head

Case Study

1. Boat | Nykaa
2. Royal Enfield | Harley Davidson
3. Starbucks | One Plus | Absolut

Assignments*

Mid Term Assessment:

Choose a brand you adore or a brand you want to create, Lets create the Content strategy for the same, lets start with

1. Recap the brand positioning and USP of the brand. Refer to the brand Key shared.
2. Write down clear objectives
3. Create the 3H content model: Heart, Head and Hygiene
4. Create the Topical Marketing. Strategy. Use the Model taught and the Detailed list of the Topicals shared
5. Create the moment marketing strategy using the model taught.
6. Create the Owned Media Strategy for the same. Share the website site map, The brand store IA (Information Architecture). Let me know if you would need GMB.
7. What will be the social media strategy, platform wise strategy, Content Buckets approach, KPIs and Frequency.

End Term Assignment

Pick up the same brand you worked on in mid-term assignment and now work on the following

1. Earned Media strategy including Digital PR, Influencer strategy and ORM Strategy for the same
2. Identify clearly the paid media objective and share the platform approach along with KPIs
3. Decode your consumer and his media habits approach
4. Help understand you eCommerce Marketplace Strategy (If Required)
5. Help understand you D2C Strategy along with any Social Commerce Strategy
6. Create a Google Data Studio on all media numbers for your brand to track KPI progress
7. Create a Community strategy for your brand using the model taught.

Ultra-Project (Optional)

Structure your entire approach in a 3 year phase wise execution plan.