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University of Wales
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Digital and Social Media Marketing

BMBM5007

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives



www.uwtsd.ac.uk

Strategy & Planning

- What's the 6 P's of Planning?
 - Planning & Preparation Prevents Piss Poor Performance
- Digital Marketing is...
 - Agile, Fast, Real Time
- But we still need planning to implement our strategy!
- P97 onwards

- Who are we targeting?
 - What's the message?
 - What media are we going to use?
 - How will we measure what's working and what's not?
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- What are we going to do and when?

- CONTENT
 - Key Messages
 - Words
 - Images
 - Video
 - Audio
- Have we got the content? How and when will we get it? Internal or External?

Vision Based Planning

- Plan and Follow - Rigid
- 6 Phases
 - Vision
 - Mission
 - Goals
 - Objectives
 - Plan Actions
 - Implement

Example

- Vision : To be everyone's favourite place to buy doughnuts
- Mission : Provide the tastiest doughnuts in the UK to anyone, anywhere, anytime
- Goals : Improve brand awareness
- Objectives : Create social media campaign
- Plan Actions : Build a viral video
- Implement : Create video, target audience, budget, launch, test and measure

Real Time Planning

- Fluid Plan – Casual
- Still Rough Plan, but you adapt
- If a competitor launches a viral video, you might change your plans and copy

Phased Planning

- Calendar
 - Calendar year
 - Financial year
 - Academic year
 - Quarterly
- Themes
 - Similar projects

Goals

- Relevant – to vision
- Resonating - values
- Responsive - change
- Recognisable – understand

SMART Objectives

- Specific
- Measurable
- Attainable
- Relevant
- Timely

- To be everyone's favourite place to buy doughnuts – increase footfall by 25% by 31st December 2020
- Provide the tastiest doughnuts in the UK to anyone, anywhere, anytime – customer satisfaction to 98% over a 12 month period
- Improve brand awareness – brand search queries up 20% within 6 months
- Create social media campaign – Facebook engagement increase of 100% by end of September
- Build a viral video – 1 million views at the end of month 2

- <https://www.youtube.com/watch?v=caU3gJWrbBk>

- Nothing beats an action plan and implementation
- It's better to have implemented, measured and failed, than to plan the perfect campaign that never gets executed!
- Review, Measure and Adapt

Segmentation

- Target Market - Personas
 - Geographic
 - Demographic
 - Examples?
 - Age, Sex, Education, Employment, Income...
 - Behaviour
 - Examples?
 - Buying patterns
 - Benefit
 - What benefit the customer sees – e.g. Coat