

DIGITAL MARKETING INFOGRAPHICS

Mind tools from Smart Insights to help members
Plan, Manage and Optimize their digital marketing



About the Smart Insights digital planning infographics

We believe *useful* infographics are a great way to share knowledge, whether they summarise trends from statistics or approaches to today's marketing. We think they are most useful when they are *mind tools* to explain digital marketing concepts and help you think through the options to improve marketing approaches, either through individual analysis or discussion in a team. We use many of these infographics actively in group activities in our [in-company training workshops](#).

So, we've developed our infographics to help marketers tackle digital marketing in a more structured way. We know that many companies don't have a [planned approach to making the most of digital marketing](#). This will often mean that the potential for using digital media isn't achieved, not to mention problems of duplication and wasted investment.

Our infographics are intended to help you understand core digital marketing concepts and techniques while thinking about the way you currently tackle digital marketing approach to identify more effective approaches.

Tell-us-what you think!

We're always keen to get feedback on our ideas and recommendations. So do contact us or email us support@smartinsights.com with your ideas on improvements or ideas for other content.

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About our 7 Steps digital marketing guides

How will the guides help me?

We've created our [7 Step Guides for Expert members](#) to be your constant companion as you learn, review and improve your approach to digital marketing. We know you're busy and under pressure to get results, so they're written to help you do just that. They take you through the questions you should be asking to improve performance and suggesting the right approaches for you.

Our 7 Steps downloads will help you:

- ✓ **Improve results.** A focus on getting the best results from your digital marketing.
- ✓ **Review your current approach.** A unique workbook format helps identify priorities.
- ✓ **Apply analytics.** Include advice on using Google Analytics to improve performance.
- ✓ **Learn best practice.** Strategy recommendations and practical tips highlighted throughout.

Who are the guides written for?

Our Ebooks are designed to help you and your team if you are actively managing digital marketing. They are also packed full of practical advice if you're working hands-on on a company website or campaigns like search, email or social media marketing. This is how our guides are designed to help different types of people improve their use of digital marketing:

- ✓ **Company owners and marketing managers.** We help you create or refine plans so you can invest in the approaches that matter. We help you set goals and put in place a system to measure and improve since all our guides cover how to get more from Google Analytics.
- ✓ **Digital marketing and Ecommerce managers.** We help you drive efficiencies from each of the key digital marketing channels plus your web and social presences through reviewing your approach using our comprehensive workbook templates.
- ✓ **Digital marketing specialists.** Whether you work on social media marketing, SEO, PPC, email marketing or conversion rate optimisation for the website we have a guide to quickly help you review and improve your approach.
- ✓ **Consultants and agencies.** Many consultants and agencies use our guides to check and refine their approach and recommendations to clients on digital marketing. They're also used to help educate team members on the latest digital marketing best practice and techniques.

Guide features

All our guides include these features to help you improve:

- ✓ Checklists of questions to ask to review your marketing approach
- ✓ Guidance on using Google Analytics to improve performance
- ✓ Colour-coded **definitions**, **key strategy recommendations** and **best practice tips**
- ✓ Diagrams giving frameworks to develop your strategy
- ✓ Lots of examples of best practice through mini case studies and screen captures

Tell us what you think

Dave Chaffey and team have developed these guides based on working with many types of companies and in training. But improvements are always possible, so we'd be grateful if you could email: support@smartinsights.com with your comments, good or bad. In particular, we're interested in ideas on improving these guides or for other guides you would find useful. Thanks!

Marketing Growth Wheel

What is it? Marketing Growth Wheel

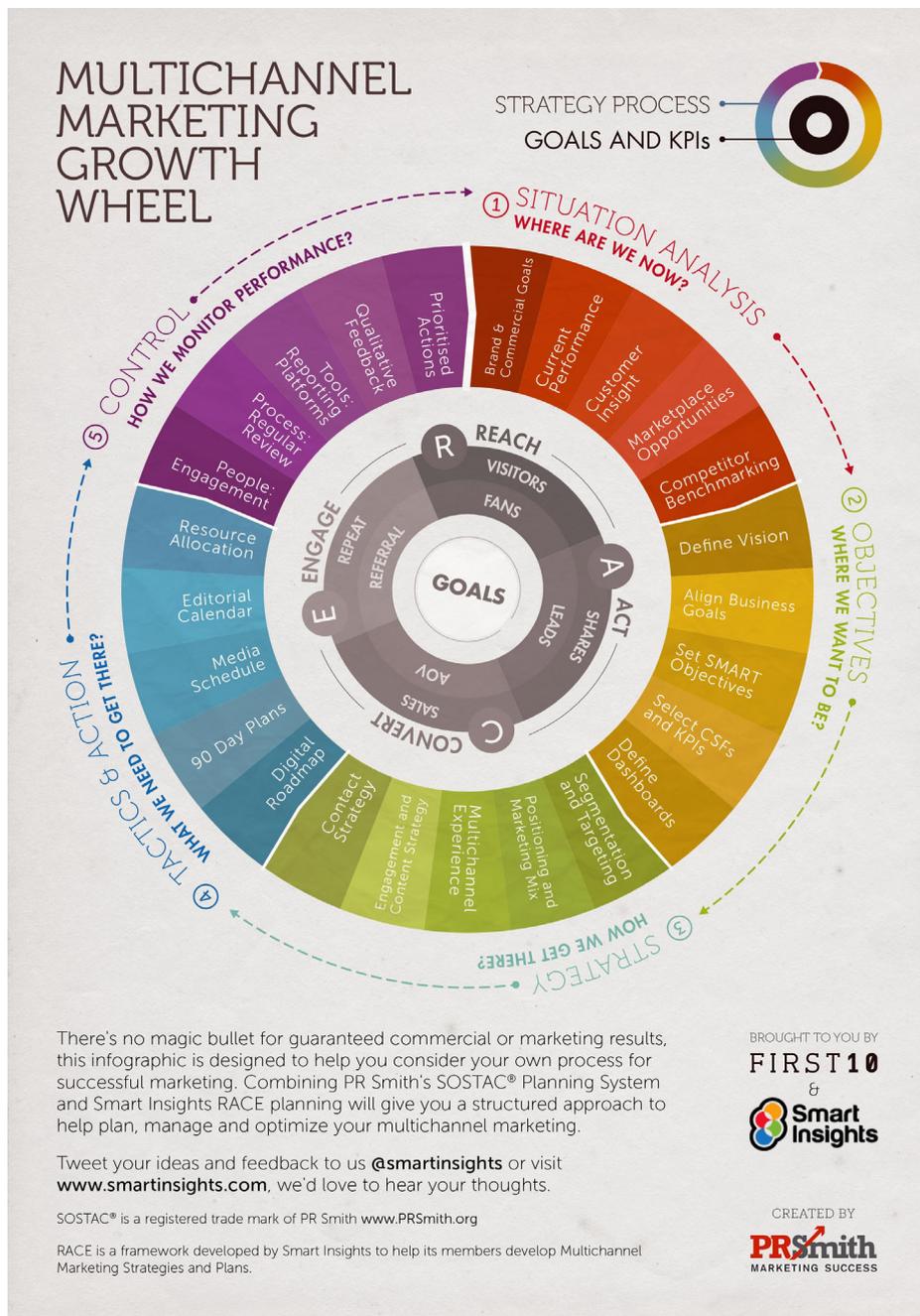
A template summarising a structured approach for creating and implementing an integrated digital marketing strategy. Updated in 2014 to be structured around PR Smith's SOSTAC® planning framework (described later in this guide).

View or share introductory post: [The Marketing Growth Wheel Infographic](#)

Recommended Guides?

Our [7 Step guide to creating a digital marketing strategy](#) explains the approach.

Our [digital marketing toolkit](#) (also for Expert members) gives structured templates in Word, Powerpoint and Excel to help create and manage a strategy.



MULTICHANNEL MARKETING GROWTH WHEEL

STRATEGY PROCESS
GOALS AND KPIs



There's no magic bullet for guaranteed commercial or marketing results, this infographic is designed to help you consider your own process for successful marketing. Combining PR Smith's SOSTAC® Planning System and Smart Insights RACE planning will give you a structured approach to help plan, manage and optimize your multichannel marketing.

Tweet your ideas and feedback to us [@smartinsights](https://twitter.com/smartinsights) or visit www.smartinsights.com, we'd love to hear your thoughts.

SOSTAC® is a registered trade mark of PR Smith www.PRSmith.org

RACE is a framework developed by Smart Insights to help its members develop Multichannel Marketing Strategies and Plans.

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The RACE digital marketing planning framework

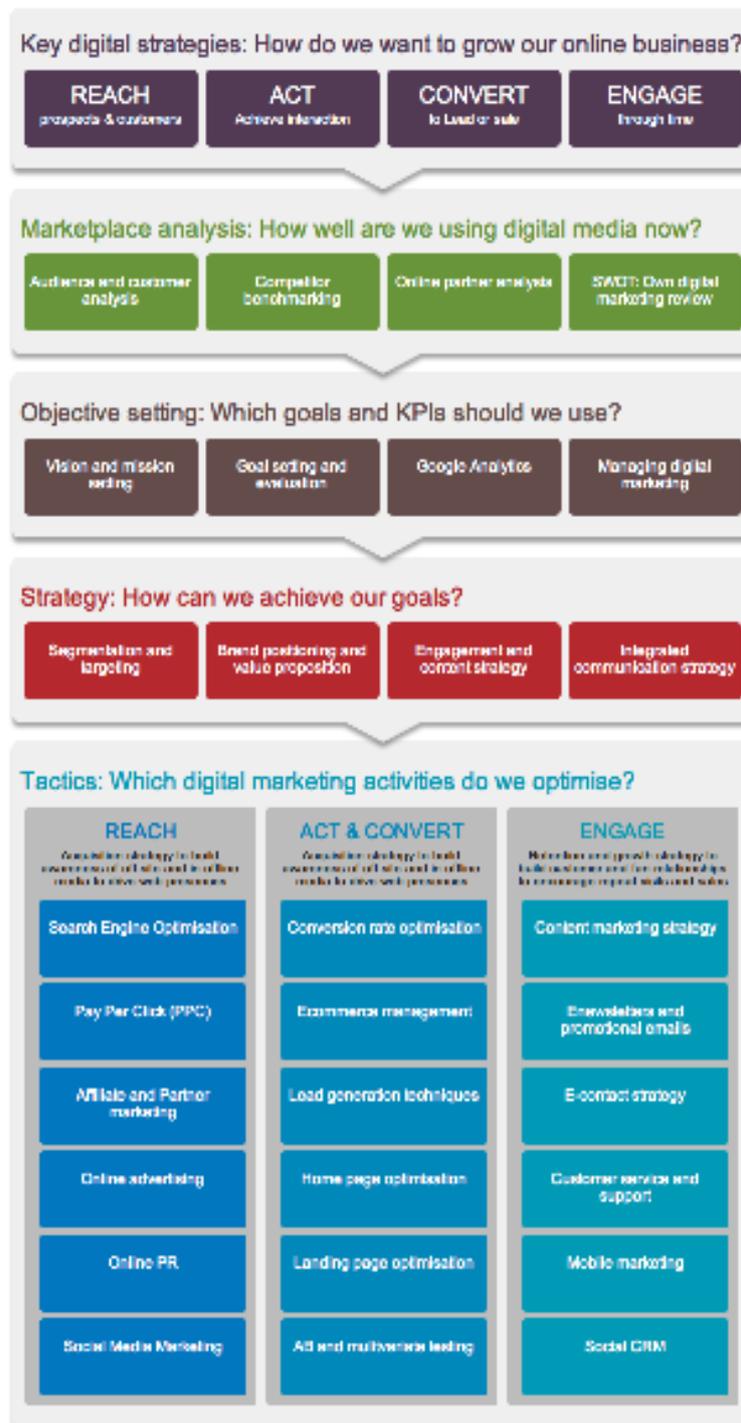
What is it? RACE digital marketing planning framework

This was one of our first infographics from 2010, it summarises the main stages and digital marketing activities that need to be managed across the whole of digital marketing.

View introduction post: [RACE - a practical framework to improve your digital marketing](#)

Recommended Guides?

The RACE framework is used to structure our [7 Step guide to creating a digital marketing strategy](#). We also have an [interactive version](#) shown below that is available on our site where it links to free quick guides on all these topics containing links and stats.



RACE Digital marketing strategy framework

Reach

Act

Convert

Engage

Marketplace analysis: How well are we using digital media now?

Audience and customer analysis

Competitor benchmarking

Online partner analysis

SWOT: own digital marketing review

Objective setting: Which goals and KPIs should we use?

Vision and mission setting

Goal setting and evaluation

Google Analytics

Managing digital marketing

Strategy: How can we achieve our goals?

Segmentation and targeting

Brand positioning and value proposition

Engagement and content strategy

Integrated multichannel communications strategy

Tactics: Which digital marketing activities do we optimise?

REACH

Acquisition strategy to build awareness off-site and in offline media to drive to web presences

Search Engine Optimisation (SEO)

Pay Per Click

Affiliate and partner marketing

Online advertising

Online PR

Social media marketing

ACT & CONVERT

Conversion strategy to achieve marketing goals of leads & sales on web presences and offline

Home & site-wide page effectiveness

Landing page design effectiveness

Search and browse page efficiencies

Category and product page efficiencies

Basket and checkout efficiency

Social commerce

ENGAGE

Retention and growth strategy to build customer and fan relationships to encourage repeat visits and sales.

Content marketing

Enewsletters and promotional emails

E-contact strategy

Customer service & support

Mobile marketing

Social CRM

RACE Digital Marketing Planning system

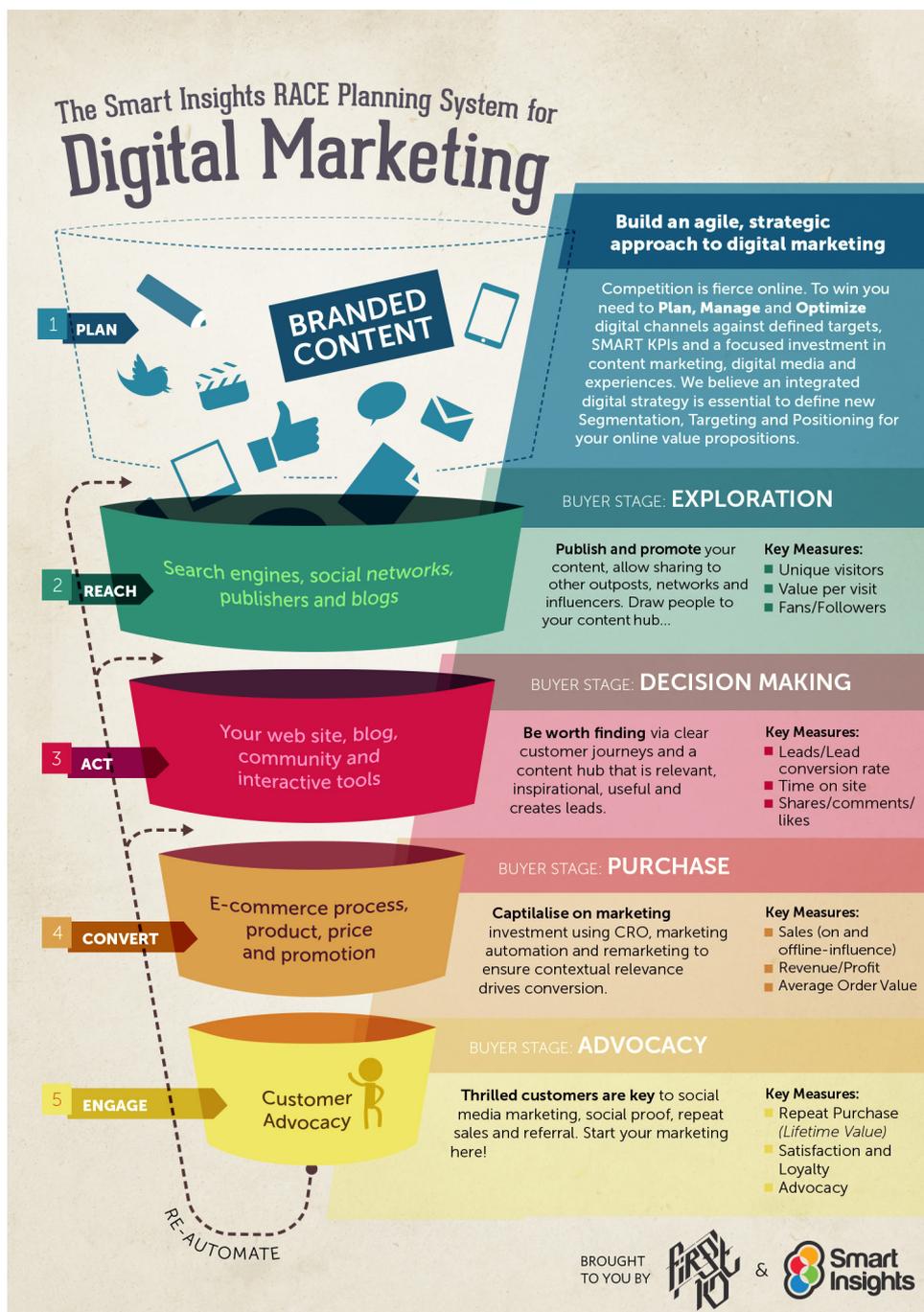
What is it? RACE Digital Marketing Planning system

The Smart Insights RACE planning system summarises how to manage digital marketing across the different stages of the customer lifecycle and purchase decision making to help achieve your goals. Updated in 2015 to relate more to digital planning with updated KPIs.

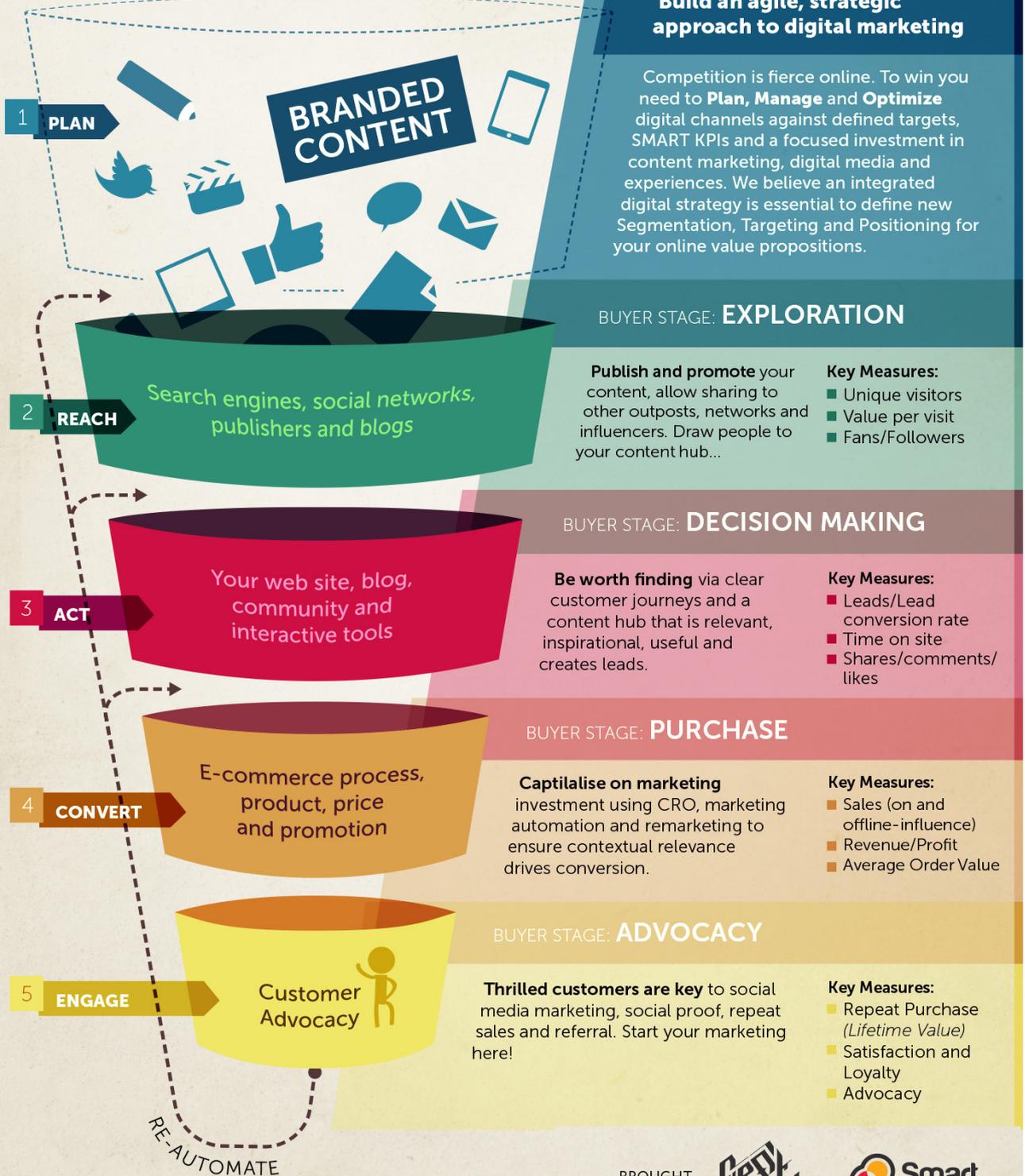
View original introduction post: [RACE content marketing model](#)

Recommended Guides?

Our in-depth [7 Steps to content marketing strategy](#) explains how to maximise effectiveness of contact across RACE while our [7 Steps to social media marketing strategy](#) covers how to seed and syndicate content to influencers.



The Smart Insights RACE Planning System for Digital Marketing



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PR Smith's SOSTAC® strategy process

What is it? PR Smith's SOSTAC® model

SOSTAC® is a planning process framework to help structure and manage implementation of plans. SOSTAC® stands for Situation, Objectives and Strategy, Tactics, Action and Control originally developed by PR Smith (www.prsmith.org) for marketing communications planning.

View introduction post: [Introduction to SOSTAC®](#)

Recommended Guides?

Read [PR Smith's SOSTAC® Planning Guide to Digital Marketing](#) available to Expert members to see how to apply a structured plan for digital marketing.



The SOSTAC® Planning System

HOW DO WE MONITOR PERFORMANCE?

Optimising through:
 5 S's, KPI's and web analytics
 User experience review
 Conversion rate optimisation
 Frequency of reporting
 Process of reporting and actions

WHERE ARE WE NOW?

Marketplace SWOT:
 5 S's performance and other KPI's (& trend)
 Customer insight (who, why, how?)
 Market Trends
 Competitor analysis
 Internal capabilities and resources

WHERE DO WE WANT TO BE?

5 S's objectives:
Sell - customer acquisition and retention targets
Serve - customer satisfaction targets
Sizzle- wow factor (added value)
Speak - engaging customers
Save - quantified efficiency gains



THE DETAILS OF TACTICS

Who does what and when:
 Responsibilities and structures
 Processes and systems
 Internal resources and skills
 External agencies

HOW EXACTLY DO WE GET THERE?

Marketing mix:
 8 P's
 Incl. Communications Mix
 Content Plan
 Contact Plan

HOW DO WE GET THERE?

STOP & SIT:
 Segments
 Target markets
 Objectives
 Positioning (OVP)
 &
 Sequence (Trust, Try, Buy...)
 Integration (CRM & D/Base)
 Tools (e.g. SEO, PPC)

Created by PR Smith, SOSTAC® is a simple yet powerful planning system, which is easily applied to help create the perfect plan. SOSTAC® is a registered trade mark with SOSTAC® eBook, workbook, webinars & workshops by PR Smith: www.PRSmith.org

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The content marketing hub for inbound marketing

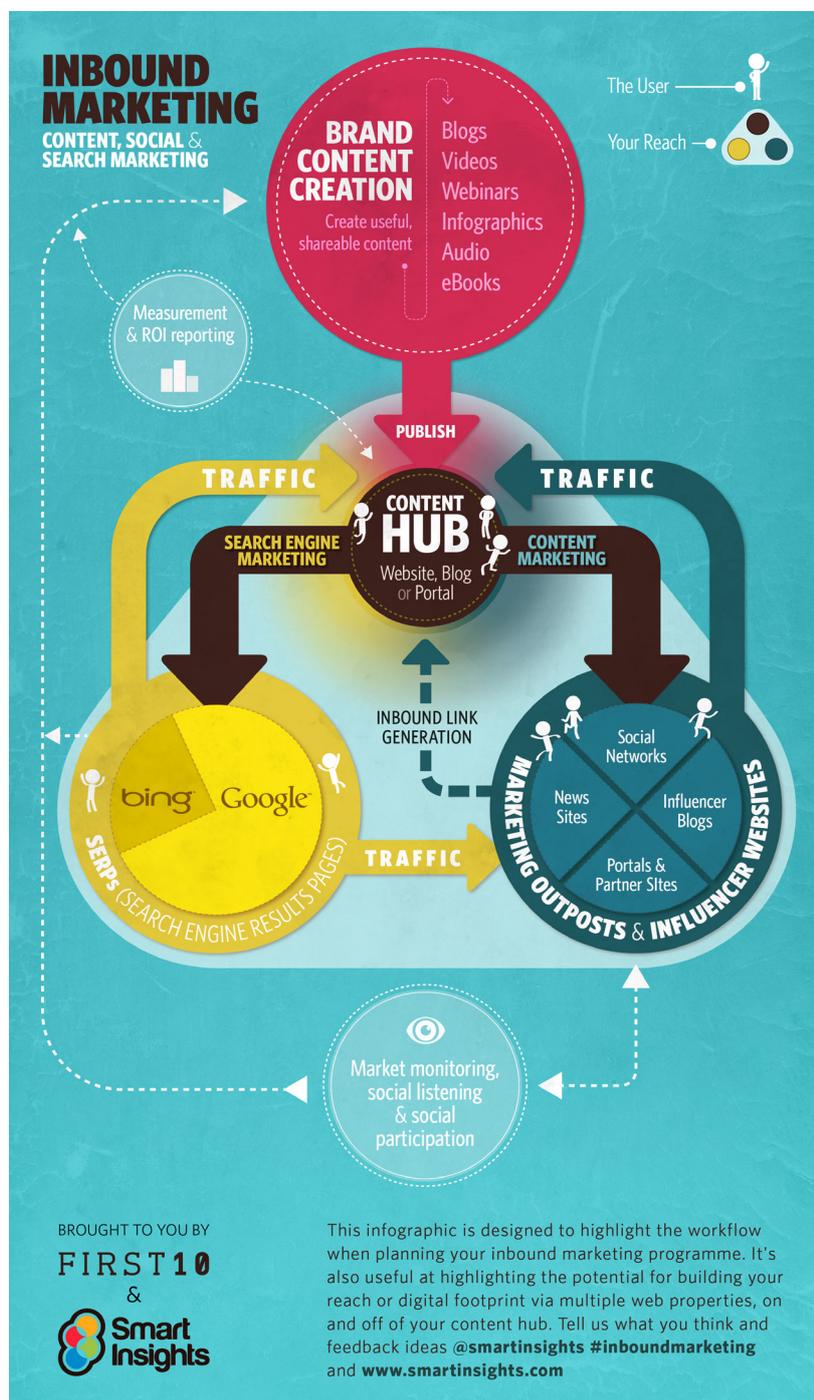
What is it? Content marketing hub

A blueprint summarising the concept of content or inbound marketing, this shows how content, social and search marketing can be integrated through the creation of a content hub such as a blog or online customer magazine with a planned editorial calendar and resourcing.

View introduction post: [A blueprint for content marketing](#)

Recommended Guides?

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INBOUND MARKETING

CONTENT, SOCIAL & SEARCH MARKETING

BRAND CONTENT CREATION

Create useful, shareable content

Blogs
Videos
Webinars
Infographics
Audio
eBooks

The User



Your Reach

Measurement & ROI reporting



PUBLISH

TRAFFIC

TRAFFIC

SEARCH ENGINE MARKETING

CONTENT HUB
Website, Blog or Portal

CONTENT MARKETING

INBOUND LINK GENERATION

bing Google

SERPs (SEARCH ENGINE RESULTS PAGES)

TRAFFIC

Social Networks
News Sites
Influencer Blogs
Portals & Partner Sites

MARKETING OUTPOSTS & INFLUENCER WEBSITES

Market monitoring, social listening & social participation

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This infographic is designed to highlight the workflow when planning your inbound marketing programme. It's also useful at highlighting the potential for building your reach or digital footprint via multiple web properties, on and off of your content hub. Tell us what you think and feedback ideas @smartinsights #inboundmarketing and www.smartinsights.com

Content marketing matrix

What is it? Content marketing matrix

This is a practical tool to help companies and agencies brainstorm the options for content formats to be shared as part of campaigns through social media. These forms of content will also be effective for online PR and SEO too, so involve everyone who is relevant!

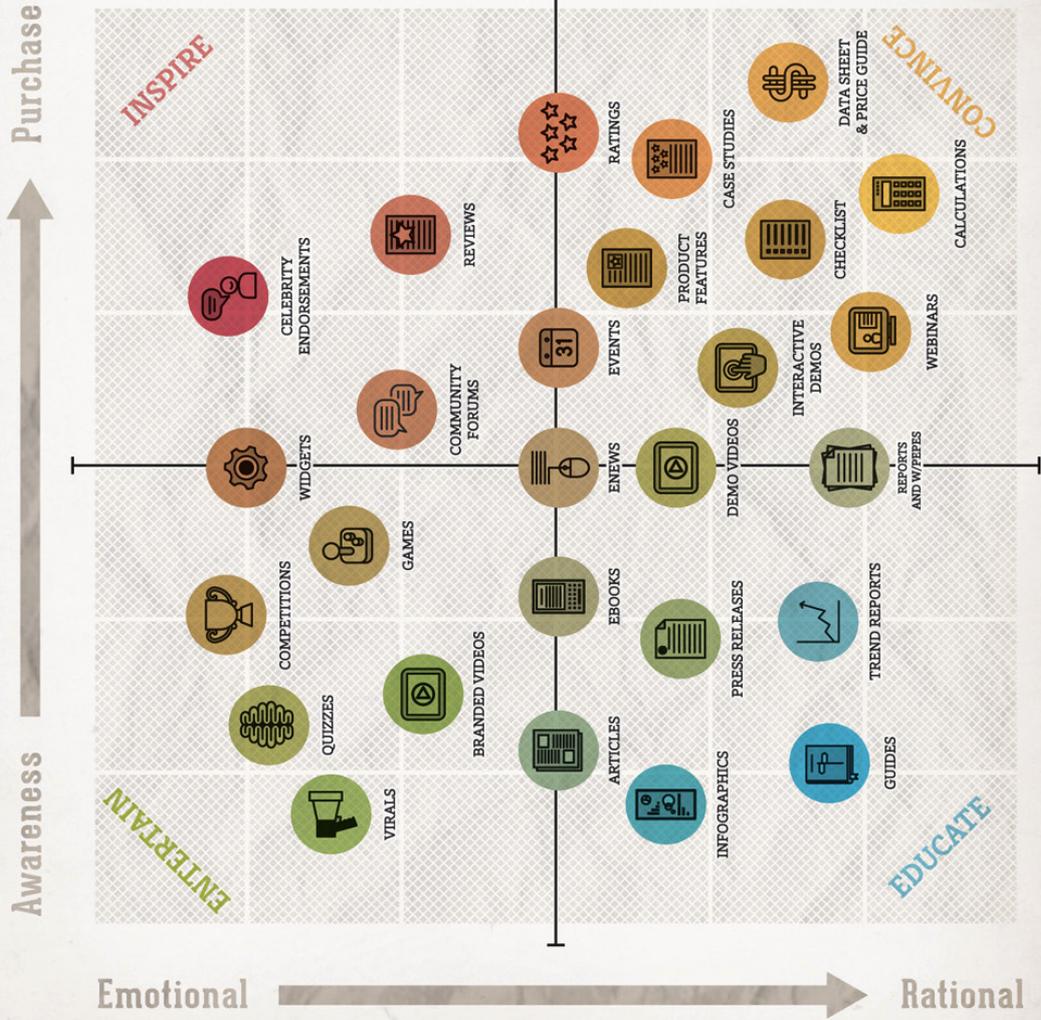
View and share introduction post: [The content marketing matrix](#)

Recommended Guides?

Our in-depth [7 Steps to content marketing strategy](#) explains how to maximise effectiveness of content across RACE, while our [7 Steps to social media marketing strategy](#) covers how to seed and syndicate content to influencers.



The Content Marketing Matrix



What are your marketing goals for content?

To help review your content marketing options for your B2C, B2B or not-for-profit organisation, and map content formats against customer purchase intent and decision style.

Use the four quadrants Entertain, Inspire, Educate and Convince as a starting point to spark your own ideas.

Let us know what you think
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 www.smartinsights.com

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Content Distribution matrix

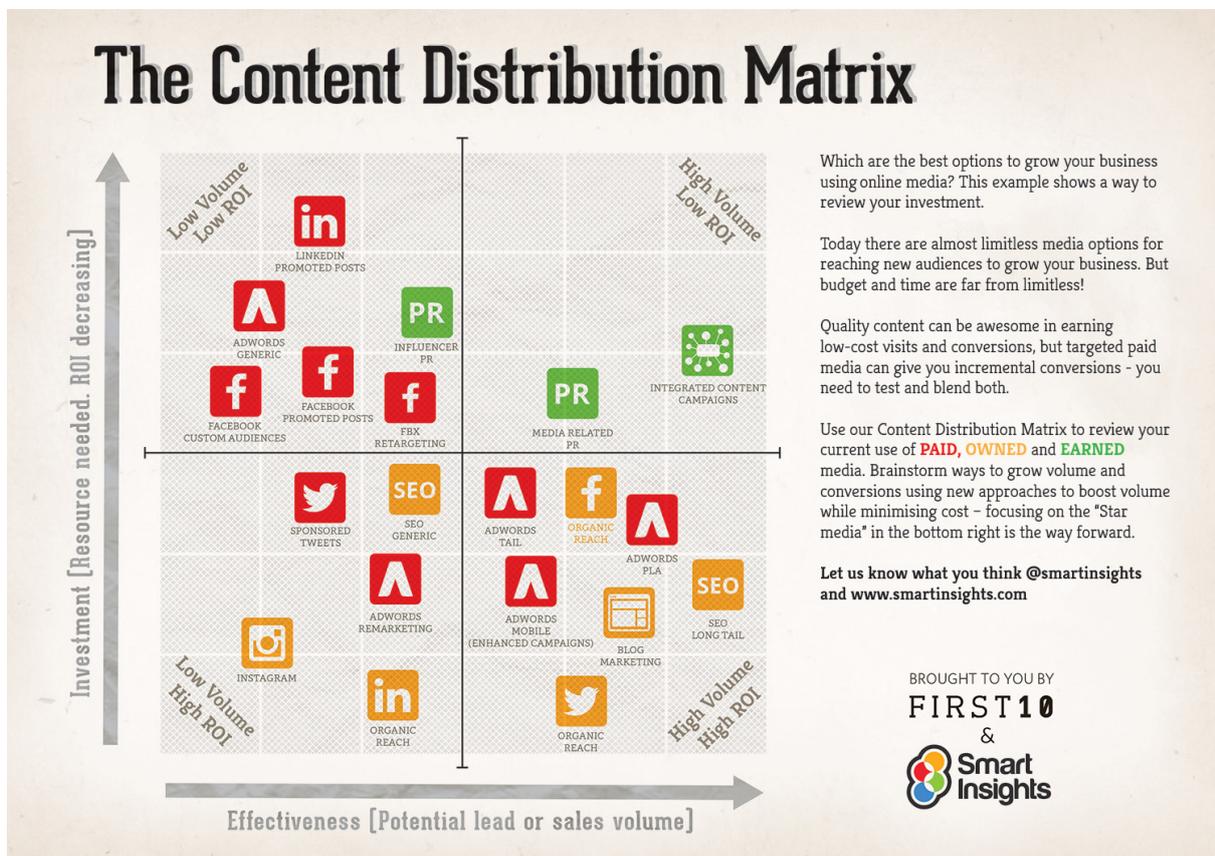
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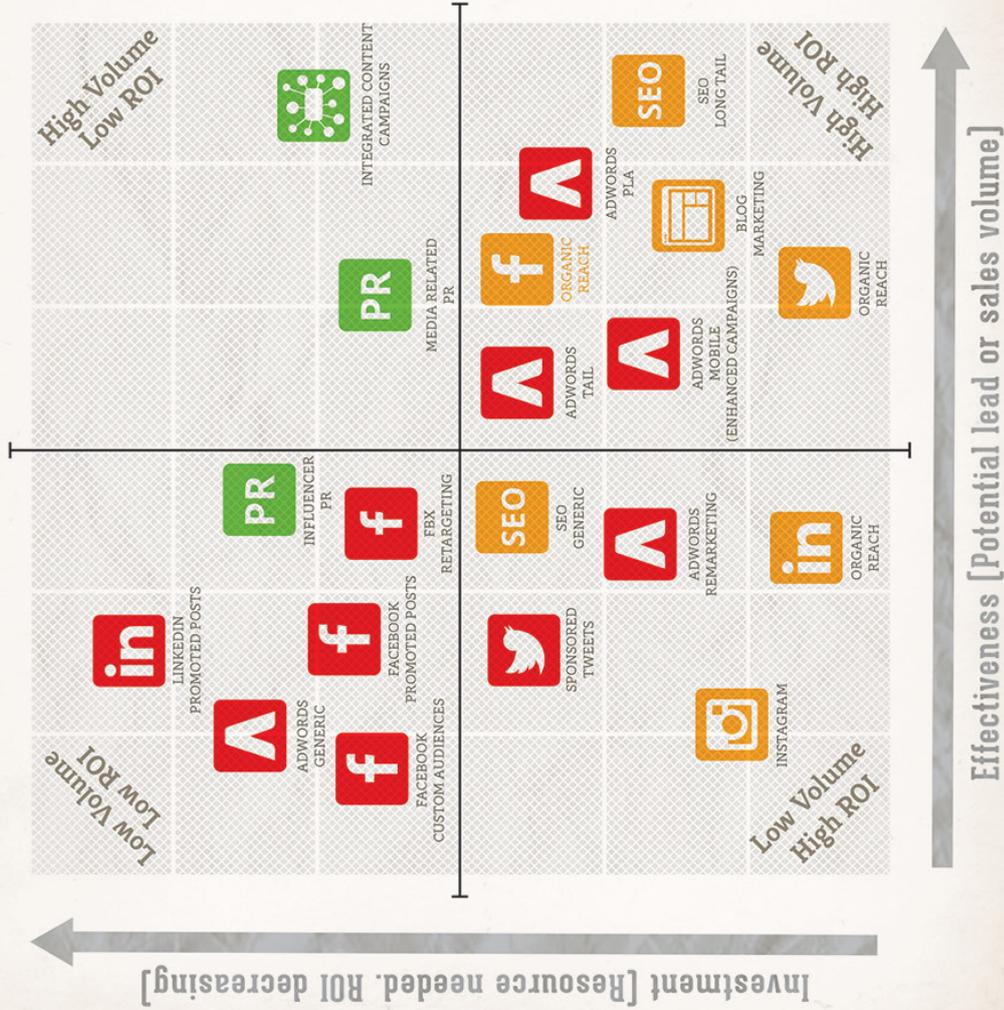
View introduction post: [The content distribution matrix](#)

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The Content Distribution Matrix



Which are the best options to grow your business using online media? This example shows a way to review your investment.

Today there are almost limitless media options for reaching new audiences to grow your business. But budget and time are far from limitless!

Quality content can be awesome in earning low-cost visits and conversions, but targeted paid media can give you incremental conversions - you need to test and blend both.

Use our Content Distribution Matrix to review your current use of **PAID**, **OWNED** and **EARNED** media. Brainstorm ways to grow volume and conversions using new approaches to boost volume while minimising cost - focusing on the "Star media" in the bottom right is the way forward.

Let us know what you think @smartinsights and www.smartinsights.com

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Digital Marketing Radar

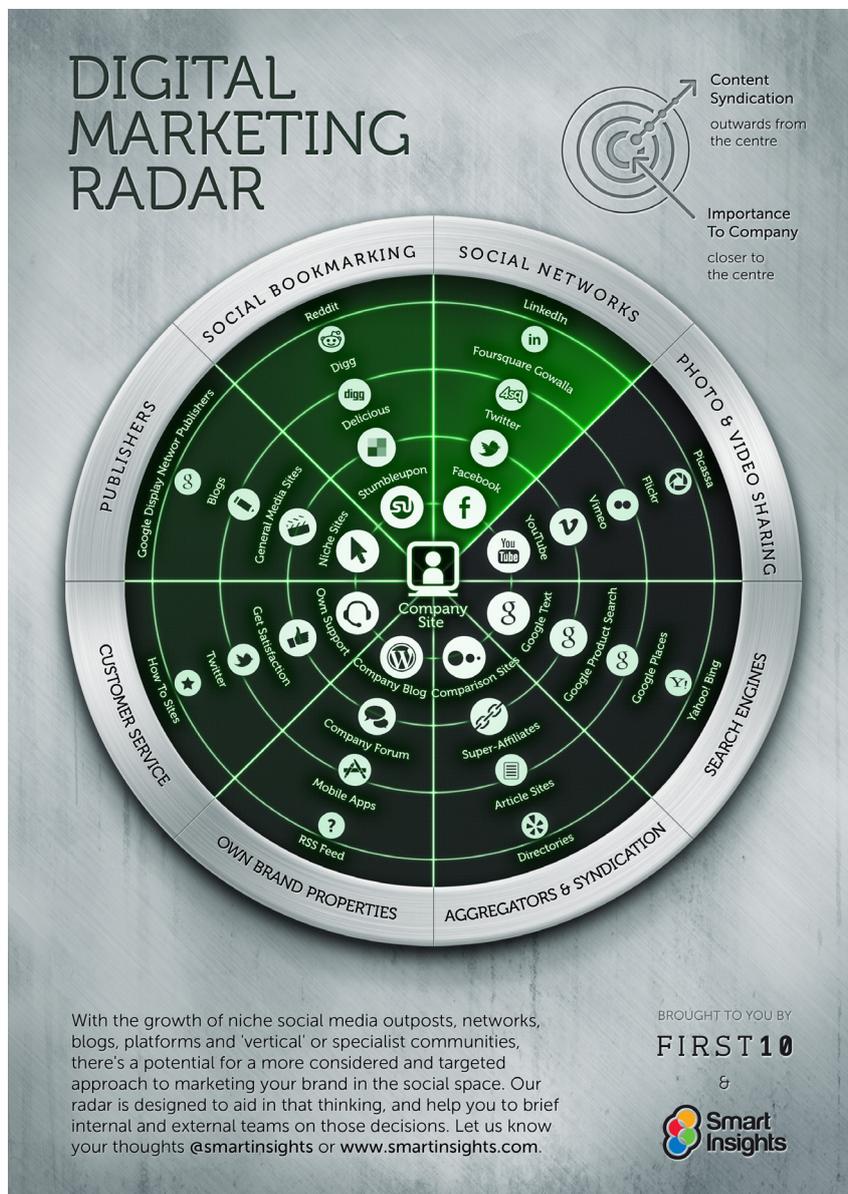
What is it? Digital Marketing Radar

The radar is an introductory tool to digital marketing concepts to force marketers to think about the tough decisions to make to gain visibility. To make this analysis more specific to a business we recommend the *Marketplace Mapping* techniques shown in our [7 Step guide to creating a digital marketing strategy](#).

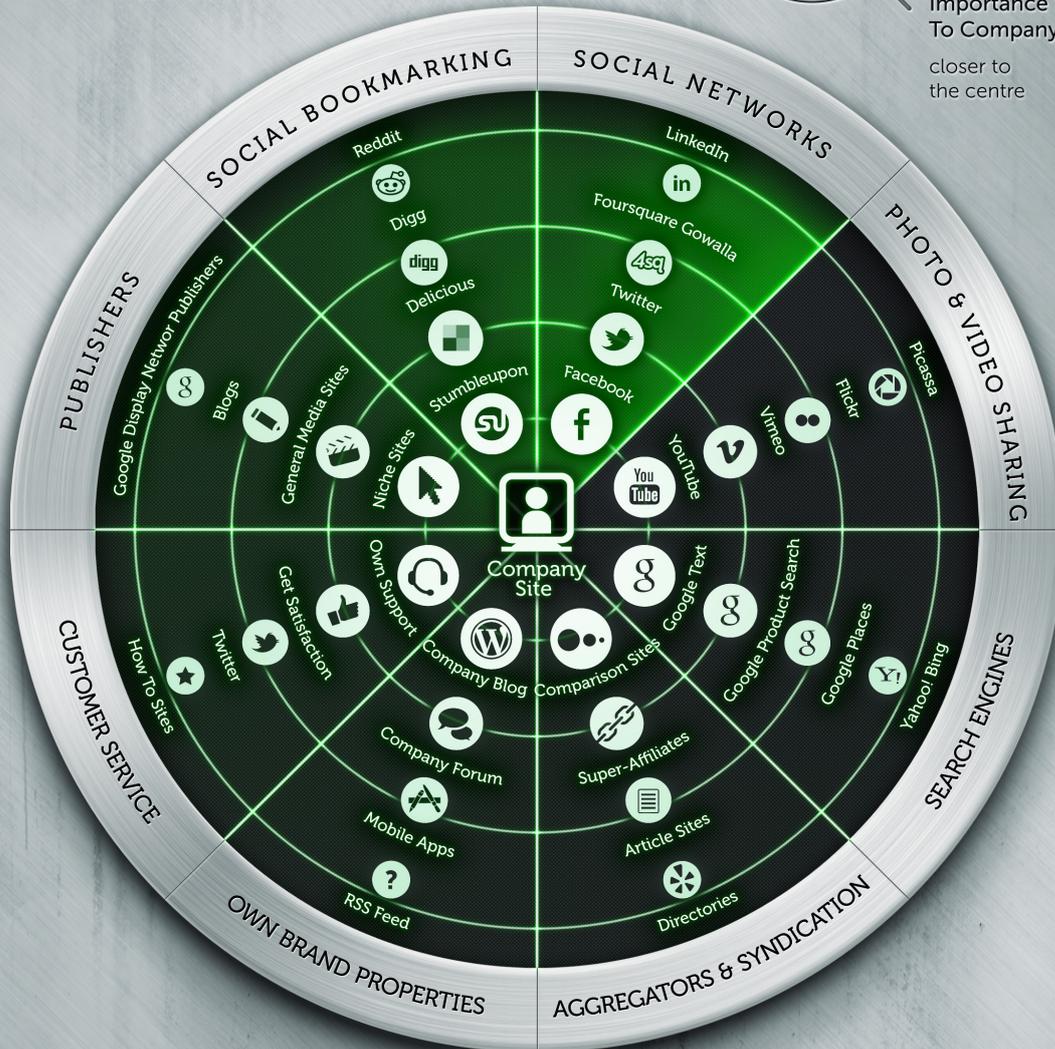
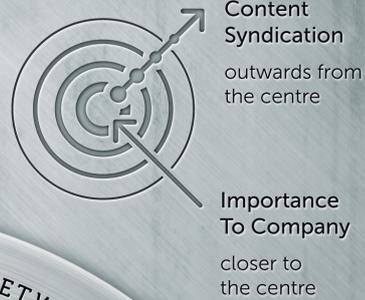
View and share introduction post: [Digital marketing radar](#)

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DIGITAL MARKETING RADAR



With the growth of niche social media outposts, networks, blogs, platforms and 'vertical' or specialist communities, there's a potential for a more considered and targeted approach to marketing your brand in the social space. Our radar is designed to aid in that thinking, and help you to brief internal and external teams on those decisions. Let us know your thoughts @smartinsights or www.smartinsights.com.

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Social Media Marketing Radar

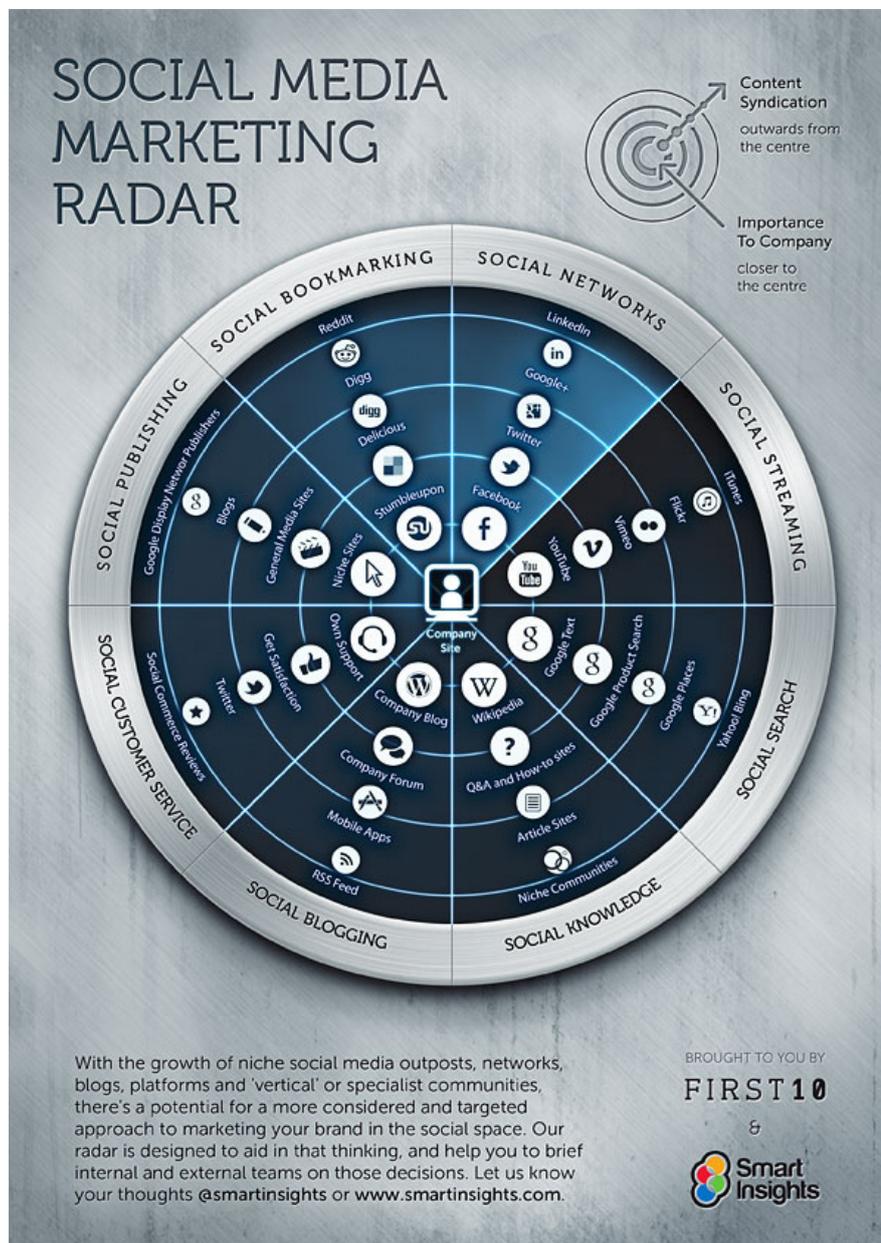
What is it? Social media marketing radar

Don't spread yourself too thin on social media! You need to prioritise to get the most from different forms of social media presence. The Radar is a simple way used to help discuss where your priorities for resourcing lie.

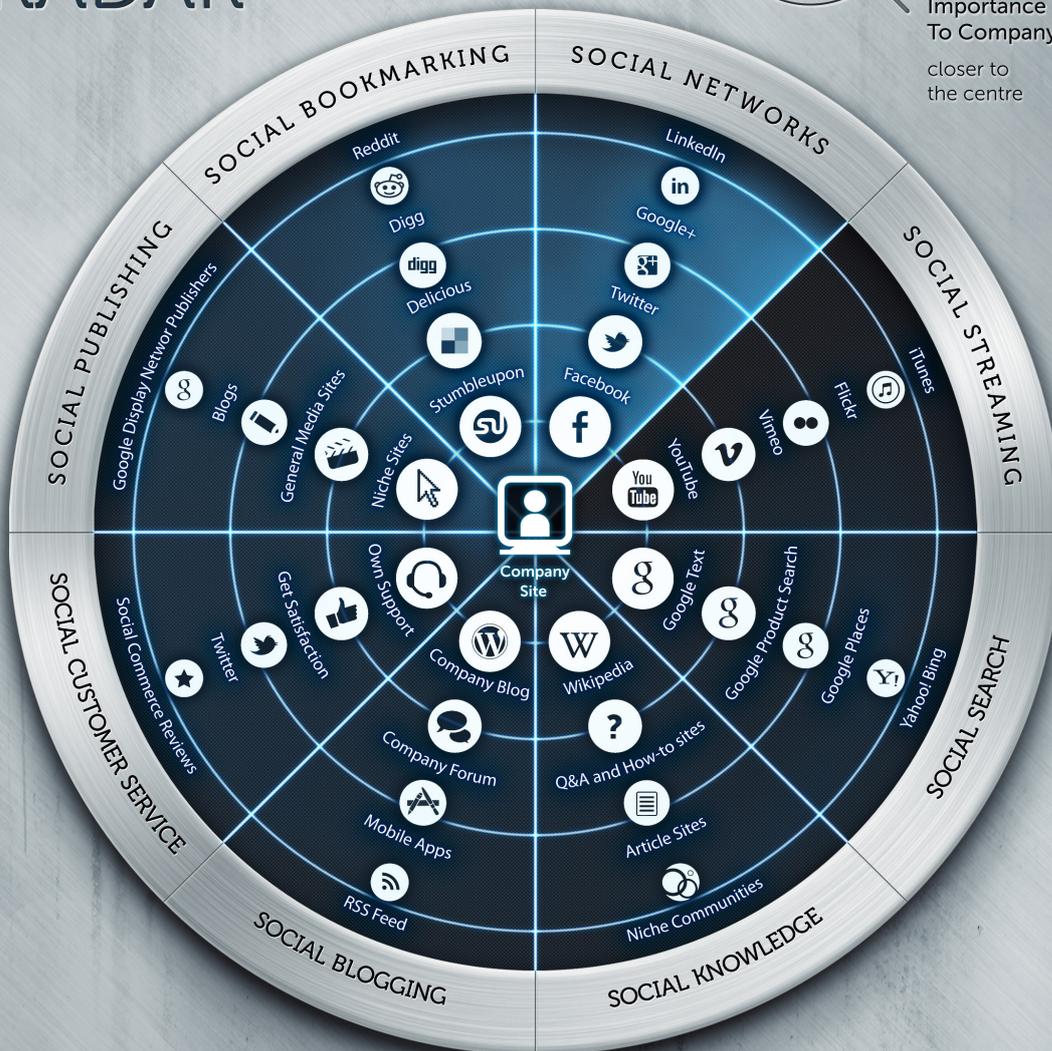
View introduction post: [Social media marketing radar](#)

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Consumer decision journey

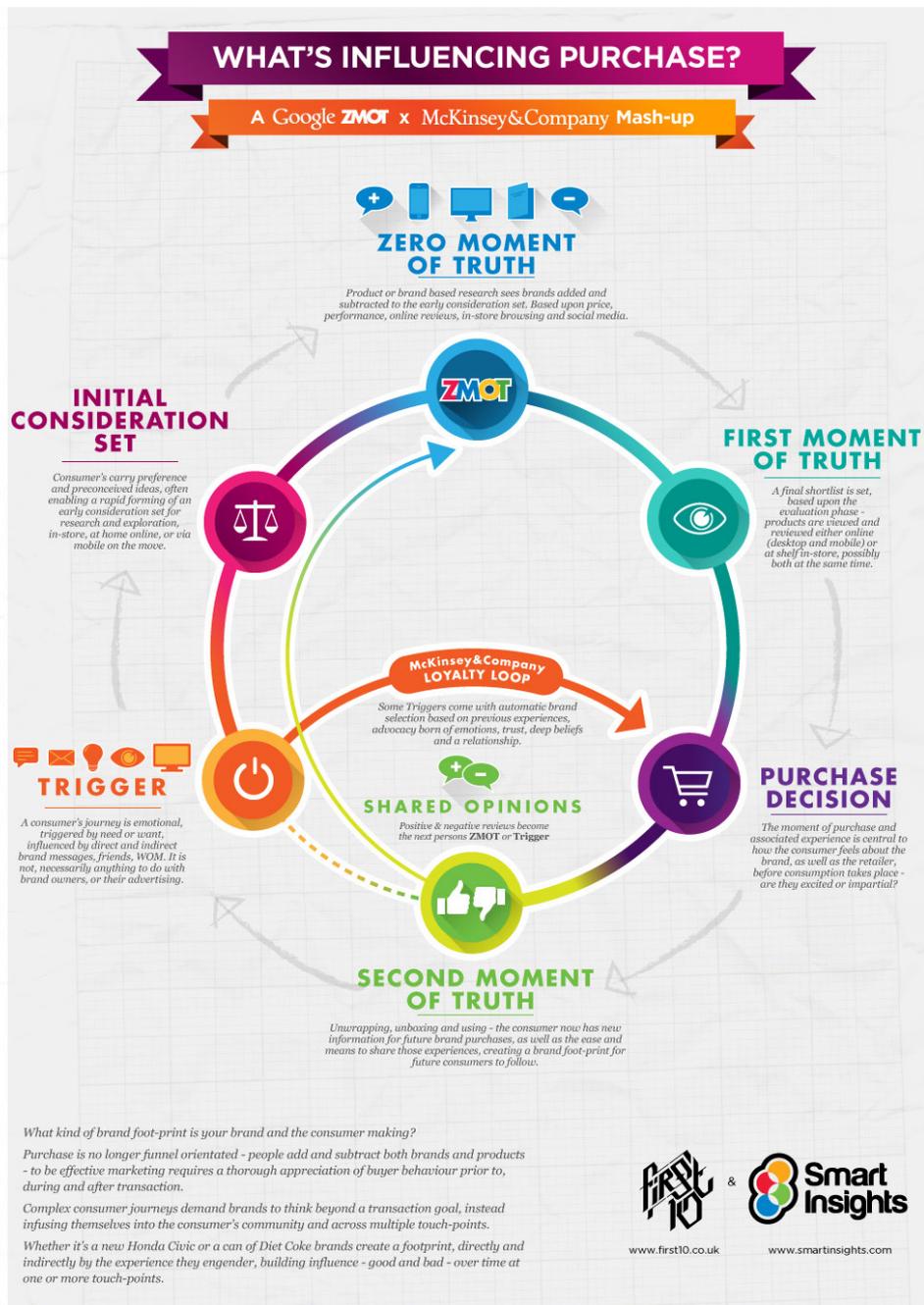
What is it? Consumer decision journey

This infographic summarises how consumers buy today. It's informed by the Google ZMOT and McKinsey Loyalty Loop models.

View introduction post: [The consumer decision journey](#)

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WHAT'S INFLUENCING PURCHASE?

A Google ZMOT x McKinsey&Company Mash-up

ZERO MOMENT OF TRUTH

Product or brand based research sees brands added and subtracted to the early consideration set. Based upon price, performance, online reviews, in-store browsing and social media.

INITIAL CONSIDERATION SET

Consumer's carry preference and preconceived ideas, often enabling a rapid forming of an early consideration set for research and exploration, in-store, at home online, or via mobile on the move.

FIRST MOMENT OF TRUTH

A final shortlist is set, based upon the evaluation phase - products are viewed and reviewed either online (desktop and mobile) or at shelf in-store, possibly both at the same time.

TRIGGER

A consumer's journey is emotional, triggered by need or want, influenced by direct and indirect brand messages, friends, WOM. It is not, necessarily anything to do with brand owners, or their advertising.

McKinsey&Company LOYALTY LOOP

Some Triggers come with automatic brand selection based on previous experiences, advocacy born of emotions, trust, deep beliefs and a relationship.

SHARED OPINIONS

Positive & negative reviews become the next persons ZMOT or Trigger

PURCHASE DECISION

The moment of purchase and associated experience is central to how the consumer feels about the brand, as well as the retailer, before consumption takes place - are they excited or impartial?

SECOND MOMENT OF TRUTH

Unwrapping, unboxing and using - the consumer now has new information for future brand purchases, as well as the ease and means to share those experiences, creating a brand foot-print for future consumers to follow.

What kind of brand foot-print is your brand and the consumer making?

Purchase is no longer funnel orientated - people add and subtract both brands and products - to be effective marketing requires a thorough appreciation of buyer behaviour prior to, during and after transaction.

Complex consumer journeys demand brands to think beyond a transaction goal, instead infusing themselves into the consumer's community and across multiple touch-points.

Whether it's a new Honda Civic or a can of Diet Coke brands create a footprint, directly and indirectly by the experience they engender, building influence - good and bad - over time at one or more touch-points.



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