



E-Marketer training

Module BM02: Business strategy

Group exercise

As an e-Marketer, you need to set up a plan for the e-marketing tasks and offer guidance for the implementation. Set up a realistic plan, distribute the tasks and accompany their implementation.

1. Decide which kind of products/services your team would like to sell via internet.
2. Create a value proposition like customer satisfaction, customer loyalty, product & process innovation, revenue increase, cost savings etc.

Having these questions answered please follow next steps:

Situation analysis - **Where are we now?**

- Which digital channels are being used by our customers?
- How are our competitors meeting the needs of our target customers?
- Which digital marketing tactics are they using?
- How can we stand out from our competitors?

Objectives mean - **Where do we want to be?**

- How do we ensure alignment with our business' goals?
- What are the top-level goals 5S (**Sell** - grow sales, **Serve** - add value, **Speak** - get closer to customers through dialogue and participation, **Save** - save costs, and **Sizzle** - extending your brand online)?

Strategy means - **How do we get there?**

- How do we position ourselves in order to gain a competitive advantage?
- How will digital marketing plan targets be achieved?
- What messaging, technologies and channels will we use?

Tactics - e.g. content marketing, social media marketing, e-mail marketing, online PR, SEO, pay-per-click marketing, native advertising.