

This is a template for the layout of a typical e-marketing plan constructed by Junction42 Ltd.

The document is for guidance only, as every business proposition is different and will require variation appropriate to its circumstances. For further information please contact Junction42 Ltd by email on contact@junction42.com or visit our website www.junction42.com

Basic e-marketing plan structure

1. Current situational analysis:

- 1.1. Evaluation of existing online marketing activities
- 1.2. Market condition evaluation
- 1.3. Customer analysis
- 1.4. Competitor analysis
- 1.5. PESTLE
- 1.6. SWOT
- 1.7. GAP analysis
- 1.8. Technology and systems employed
- 1.9. Conclusions and assumptions

2. Evaluating marketing objectives:

- 2.1. Customer segmentation
- 2.2. Customer targeting
- 2.3. Market positioning
- 2.4. Competitor differentiation
- 2.5. Branding
- 2.6. Competitive advantage – OVP
- 2.7. SMART framework
- 2.8. Conclusions and assumptions

3. Deployment of marketing tactics:

3.1. Product:

- What is the product or service – can it operate online?
- What benefit do you deliver the customer online?
- What new benefits could you offer the customer online?
- What differentiates the product or service online?

3.2. Pricing structure:

- Online pricing – commoditisation.
- Discounts.
- Add-on's and extra products or services.
- Guarantees and warranties.
- Refunds.
- Order cancellation and revoke.

3.3. Distribution:

- Disintermediation (remove middle-man).
- Re-intermediation (new middle-man or broker).
- Info-mediation (middle-man holds information).
- Channel confluence (channels offer same deal).
- Peer-to-peer services (free products or services).
- Affiliation programmes.

3.4. People

- Content management.
- Auto-responders.
- E-mail notification.
- Call-back facility.
- FAQ's.
- On-site search.
- Real-time chat.
- Co-browsing.
- Virtual assistants.
- CRM integration.

3.5. Processes:

- Product specification & technical information.
- Availability.
- Enquiry handling.
- Invoicing and payment confirmation.
- Dispatch notices
- Delivery tracking.
- Returns.

3.6. Physical evidence:

- Guarantees.
- Refund policies.
- Privacy policies.
- Security icons.
- Trade body memberships.
- Awards.
- Customer lists.
- Customer endorsements.
- Independent reviews.
- News clippings.

3.7. Partnerships:

- Joint marketing.
- Reciprocal links.
- Affiliate marketing.

3.8. Conclusions and assumptions

4. Marketing Communications

4.1. Key messages:

- Site design
- Web-copy
- Navigation
- Accessibility
- Qualification

4.2. Public Relations:

- Online editorial
- E-zines
- Newsletters
- Discussion groups
- Virals
- Site sponsorship

4.3. Advertising:

- Interactive ads
- Pay per click
- Banners
- Supporting offline campaigns

4.4. Direct marketing

- Opt-in e-newsletter
- Online catalogues
- Auto-responses
- Virtual exhibitions

4.5. Personal selling:

- Call back
- Live chat
- Instant messaging

4.6. Sales promotion:

- Incentives
- Discounts
- Rewards
- Online loyalty schemes

4.7. Conclusions and assumptions

5. Control and management:

5.1. Resources and structure

- Design skills
- Copywriting skills
- Administration
- Outsourcing
- Maintenance

5.2. Responsibilities

- Design
- Copywriting
- Content management
- Mailing list and mail-shots
- Domain registration
- Web statistics

5.3. KPI's:

- Total number of page impressions, visits, duration.
- Subscription rates.
- Unsubscribe rates.
- Conversion rates.
- Churn rates.
- Click through rates.
- Enquiries.
- Sales.
- Market share.
- ROI.
- Online revenue contribution.
- Unique visitors.

5.4. Budgets

5.5. Gantt chart of activities and scheduling

6. Review and measurement:

6.1. Measurement criteria and scheduling

6.2. Balanced scorecard structure & methodology

6.3. Milestones

6.4. Targets