

Digital Marketing Plan

IBG COPORATE

Index



01

Goal Setting

Goals Setting:

We need short, medium and long term goals based on SMART ideology.



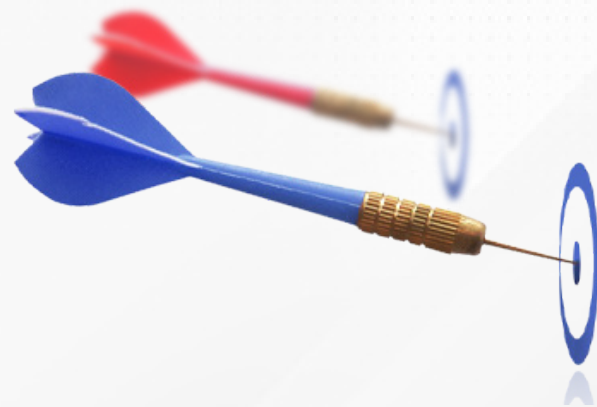
Examples of digital goals:

Long Term Goal:

- Increase online lead generation and revenue stream by at least 100 % in 1 year
- Web Traffic generation from at least 3 GCC countries

Short Terms Goals:

- 10 % more leads from paid campaigns in coming 1 month
- 20 % more social media engagement in coming 1 month



What is needed to get this done ?

- We need to identify and share numbers
- IBG is standing in on different platforms and share some goals
- Also take feedback from other stakeholders
- Documents all short, medium and long terms goals.

Time: Max 3 days and it should be done

Steps: will share their expectations, all of us will agree to certain goals with timelines and that's it.



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02

Define your Brand

Define your brand:

Document all these below

- Business Positioning, Unique Selling Point
- Audience Selection and Persona Creation
- Branding and Brand Guidelines



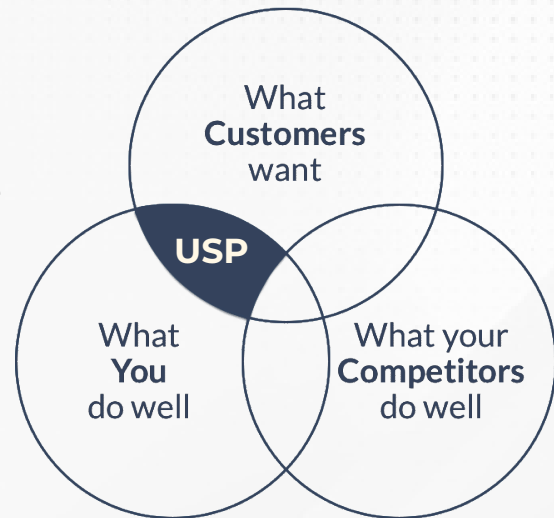
What is needed to get this done?

(Business Positioning, Unique Selling Point)

We already have an illustration from Barbara regarding the brand positioning. Just need to document with below point and lock with the illustration that Barbara provided in a single document to make sure everyone is on the same page with the positioning.

Note:

All future work depends on these small exercises, which are small but very important in creating a strong and agreed marketing image



Create a document with below details for Business Positioning

- Compare and contrast differences between IBG and competitors to identify opportunities. Focus on IBG strengths and how they can exploit these opportunities.
- Identify IBG existing market position and how the new positioning if required will be beneficial in setting you apart from competitors.
- Identify the conditions of the marketplace and the amount of influence each competitor can have on each other
- Achieve an understanding of what our company IBG is, how IBG is different from competitors, the conditions of the marketplace, opportunities in the marketplace, and how IBG can position itself.



Create a document with below details for Business Positioning (Cont'd..)

- Total Market Share and IBG's current market share
- Identify Value propositions and unique selling points

Time: Max 7 days and it should be done

Steps: Marketing team will share email questions for the document, IBG will document and share their insights





A **USP** describes for your target market how you're different, a value proposition answers the question:

Why should they care about that difference?

What is needed to get this done ?

(Audience Selection and Persona Creation)

A semi-fictional representation of your ideal customer based on **market research** and real data about your existing customers.

- Persona details will be shared by the IBG team at least three persona suitable to our buyer type
- Marketing team will work on each persona and identify suitable channels to reach each buyer persona
- Also interests, day to day activities for each persona will be documented
- Communication and creative styles that go well with each persona will be drafted



What is needed to get this done?

(Audience Selection and Persona Creation) (Cont'd..)

Time: Max 7 days and it should be done

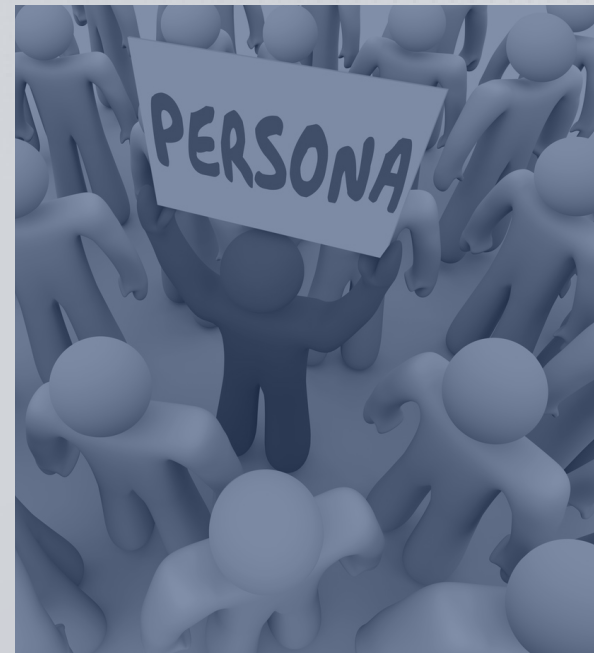
Steps:

Persona details will be shared by the IBG team based on our discussion with the sales team. Marketing team will add digital preferences for the personas, Finalized document will be prepared based on the research



Persona Examples

- Digital Nomad
- TAX Saver
- Legacy business owner moving to ecommerce
- Corporate business client looking to tap middle east markets



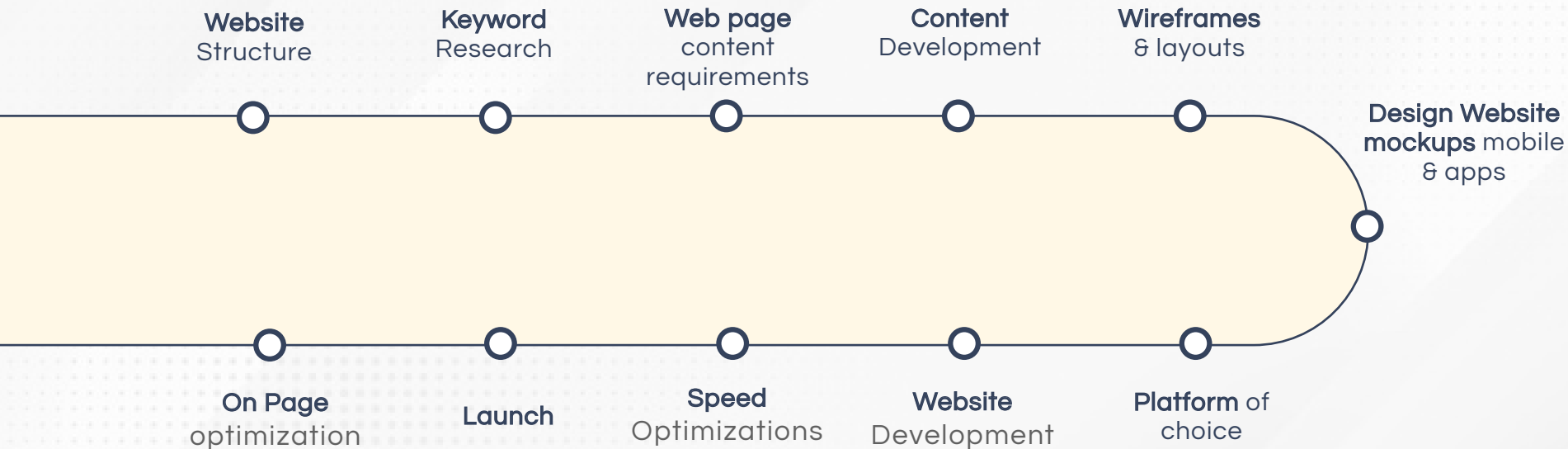


03

Strong Web Presence



Strong Web Presence - Milestones:



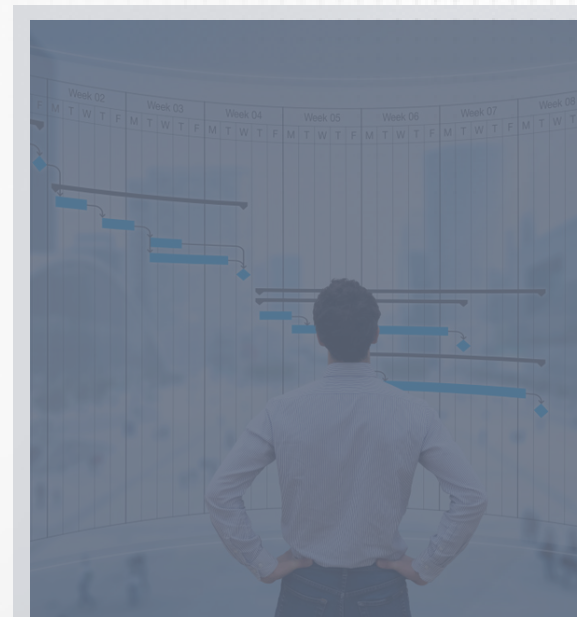
What is needed to get this done ?

Marketing team will work on each milestone and get it approved step by step from the IBG team. A single person from IBG will be responsible for all work that will be done between IBG and Alpha. Approval and feedback from that single person will be considered the final word from the whole IBG team.

Time: 45-60 days

Steps:

Each milestone will be executed based on marketing principles, we are not talking about just a standard website of 20 pages that can be delivered in even 10 days. We are talking about a website which will have traffic and generating business organically in next 6 months. It will be an asset and times spent is an investment



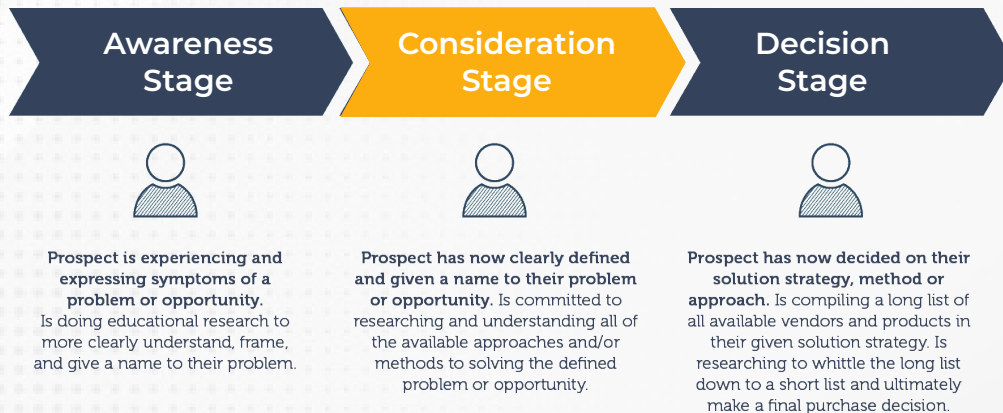
04

Campaign Development

Campaign Development

Campaign ideas will be generated mapped to buyer journey targeting already developed personas

The Buyer's Journey



Campaign Idea - Awareness

(Targeting Personas)

1. 2021 goals - 10 reasons why you should set up business in dubai

- Youtube videos
- Social promotions
- Webinar
- Blog promotions
- Paid Campaigns



Campaign Idea - Awareness

(Targeting Personas) (Cont'd..)

We need multiple campaign ideas for the awareness stage.

CTA can be a subscriber to our newsletter, CTA can be a free consultation, CTA can be a subscriber to our community. We need a connection/lead so that sales team can mature the audience and push it to the other stages (Engagement or Decision) or at least keep IBG alive in their minds if they later decides to move on to other stages of the buying funnel



What is needed to get this done ?

Marketing team and IBG team both will generate some ideas and document them

Time: Max 7 days



Campaign Idea - Consideration

(Targeting Personas)

Setting up ecommerce business in IFZA vs setting up Rakez

- Youtube videos
- Social promotions
- Webinar
- Blog promotions
- Paid Campaigns



Campaign Idea - Consideration

(Targeting Personas) (Cont'd..)

We need multiple campaign ideas for the consideration stage

CTA can be a lead, CTA can be a free consultation, CTA can be quick chat using FB messenger. We need a connection/lead so that sales team can mature the audience and push it to the other decision stage. 50 % chances of conversion



What is needed to get this done ?

Marketing team and IBG team both will generate some ideas and document them

Time: Max 7 days



Campaign Idea - Decision

(Targeting Personas)

1. 10 ways to get more of your business setup in Dubai
2. How to get 20 % reduction in fee when setting up business in Dubai.
3. How to bargain Free Tax Consultation and 100 % Foreign Ownership when setting up business in Dubai.

- Youtube videos
- Social promotions
- Webinar
- Blog promotions
- Paid Campaigns



Campaign Idea - Decision

(Targeting Personas) (Cont'd..)

We need multiple campaign ideas for the consideration stage. CTA can be a lead, CTA can be a free consultation, CTA can be quick chat using FB messenger. We need a connection/lead so that sales team can mature the audience and push it to the other decision stage. 50 % chances of conversion



What is needed to get this done ?

Marketing team and IBG team both will generate some ideas and document them

Time: Max 7 days



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05

Content Creation



Content Creation for targeted platform based on selected campaigns

- Content will be created for campaigns finalized targeting personas and buyer stage
- Content will be different based on appropriate platforms like instagram, linkedIn, twitter, Youtube etc..

What is needed to get this done ?

Marketing team will create scope of work for each campaign including deliverables and timelines.

Time: Tentative based on campaigns finalized

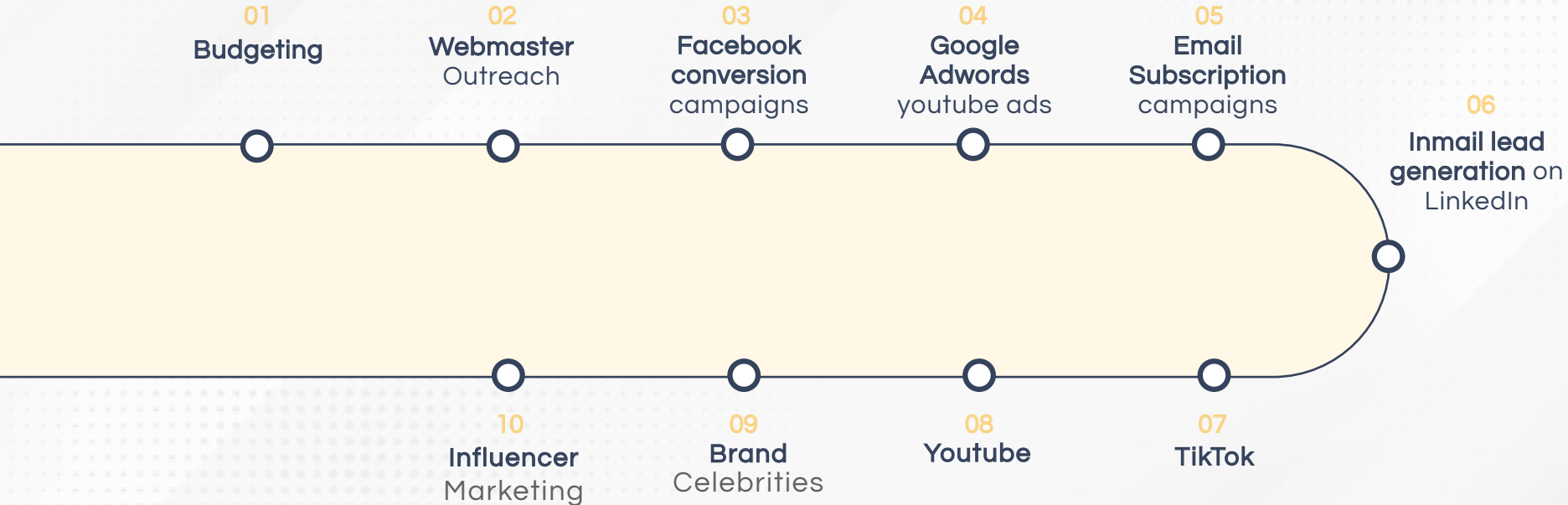


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06

Paid Campaigns

Paid Campaigns (Test Phase)



What is needed to get this done ?

Marketing team will get the budget approved from IBG team. Campaigns were already designed in previous steps targeting each stage of buyer journey. So for example we plan to spend 8000 AED. We can distribute the budget to 20 % for awareness stage, 30 % to engagement stage and 50 % to conversion stage. We can test each campaign designed by promoting on different viable paid platforms and see what results are we getting

Time: 2 Weeks



07

Organic Campaigns

Organic Campaigns

- 01 ○ Content Marketing
- 02 ○ Social Media Platform Promotions
- 03 ○ Free Link Building Campaigns
- 04 ○ Blog Publishing
- 05 ○ Youtube Videos

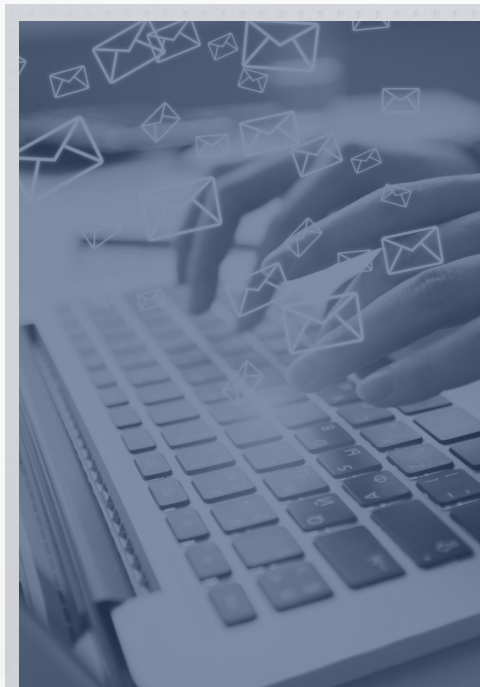


What is needed to get this done?

Campaigns were already designed in previous steps targeting each stage of buyer journey. We can distribute the our organic efforts to 20 % for awareness stage, 30 % to engagement stage and 50 % to conversion stage. We can test each campaign designed by promoting on different organic platforms and see what results are we getting

Time:

Organic campaigns are a continuous effort and it least require 3 months time for continuous work and to understand results. For Social platform we can have an understanding developed in 30 days or less but for each engine platforms it takes time. Definitely continuous monitoring will be done to tweak and optimize.





08

Tracking setups

Tracking setups

(for Paid and Organic Campaigns)

- Goals and Funnels need to be setup for all website conversion on Google analytics
- Event fires also need to be setup using GTM codes
- For social media inbound links third party urls provide analytical data. In addition to that social platforms do provide their own dashboards for reporting
- Dynamic Centralized reporting for all platforms can be developed and tested using Google Studio

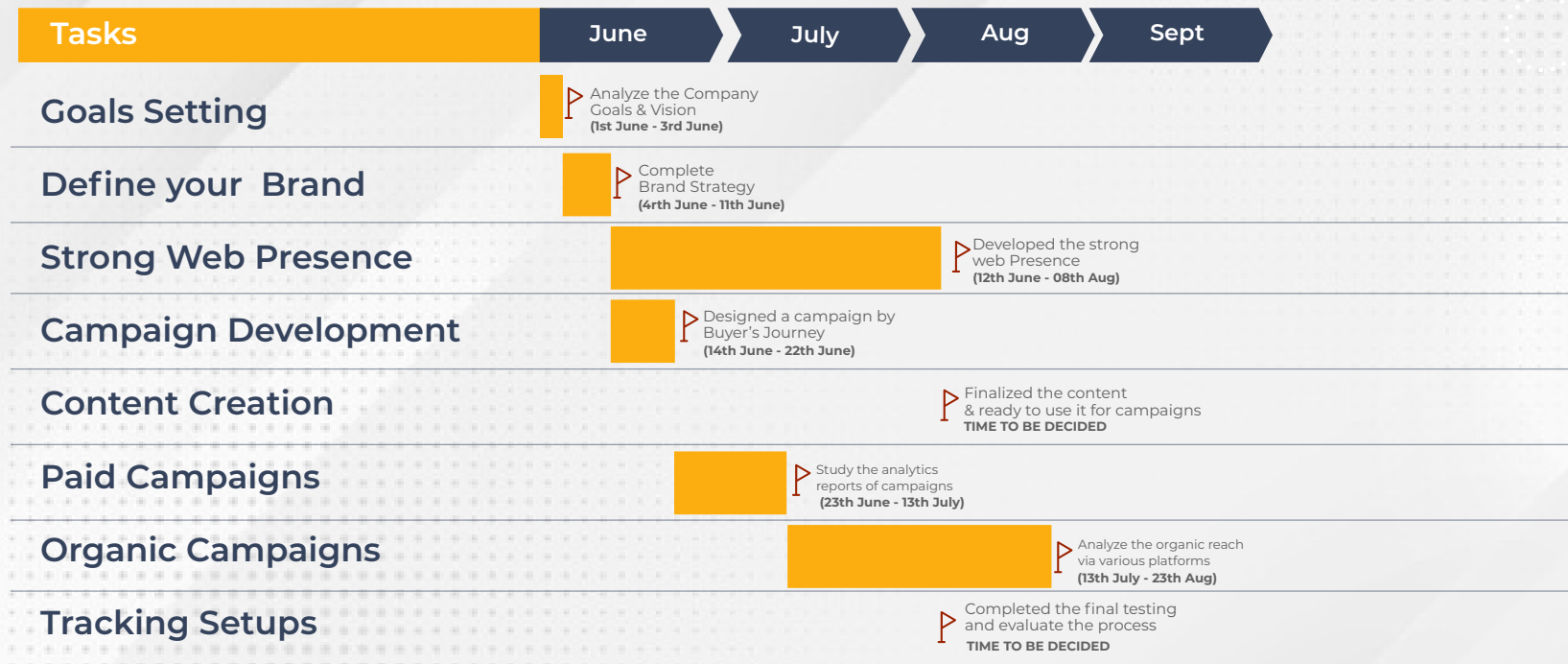


Next Step

Based on test and results. Re optimize, plan and relaunch



Timeline





Thank You!