

# E-MARKETING PLAN

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- E- Marketing Plan

The E- Marketing plan is a map for E- Marketing strategy formulation and implementation.

It links the firm's e- business strategy with technology- driven marketing strategies and lays out details for plan implementation.

# E-Marketing Plan

## TYPES

1. THE NAPKIN PLAN
2. THE VENTURE CAPITAL E-MARKETING PLAN

# 1. The Napkin Plan

- ❑ Firms may lay down idea on a paper.
- ❑ • Large companies might create a just-do-it, activity-based plan
- ❑ • These ad hoc plans may work and are sometimes necessary



## 2. The Venture Capital E-marketing plan

- ☒ The Venture Capital E-Marketing Plan is a more comprehensive plan for those seeking start-up capital and long-term success

### . **Source Of Funding**

Where does an entrepreneur go for capital?

1. • Bank loans
2. • Private funds
3. • Angel investors
4. • Venture capitalists (VCs)

# ESP Framework : 7 Steps Of E-Marketing Plan

1. **Situation analysis**
2. **E-marketing strategic planning**
3. **Objectives**
4. **E-marketing strategy**
5. **Implementation plan**
6. **Budget**
7. **Evaluation plan**

# Step 1: Situation Analysis

## Environmental Analysis

- ☒ • PESTLE.
- ☒ • SWOT analysis.
- ☒ • SWOT examines the company's internal strengths and weaknesses
- ☒ and looks at external opportunities and threats.



# Step 2: Strategic Planning

Analyze the GAP

1. How to segment
2. Targeting
3. Positioning
4. Differentiation
5. 4 Ps
6. CRM & PRM



# Step 3: Objectives

☒ An objective in an e-marketing plan may include the following

- .Specific Task (what is to be accomplished?).
- Measurable quantity (how much).
- Attainable (can be done)
- Realistic (does it exists)
- Time frame (by when?).

# E-Marketing Objectives

- ❑ Improves Market share
- ❑ list customers comments
- ❑ Increase positive comments .
- ❑ Increase sales revenue.
- ❑ Reduce costs.
- ❑ Achieve branding goals.
- ❑ Increase database size.
- ❑ Achieve customer relationship management goals.
- ❑ Improve supply chain management.

# Step 4:E- Marketing Strategies

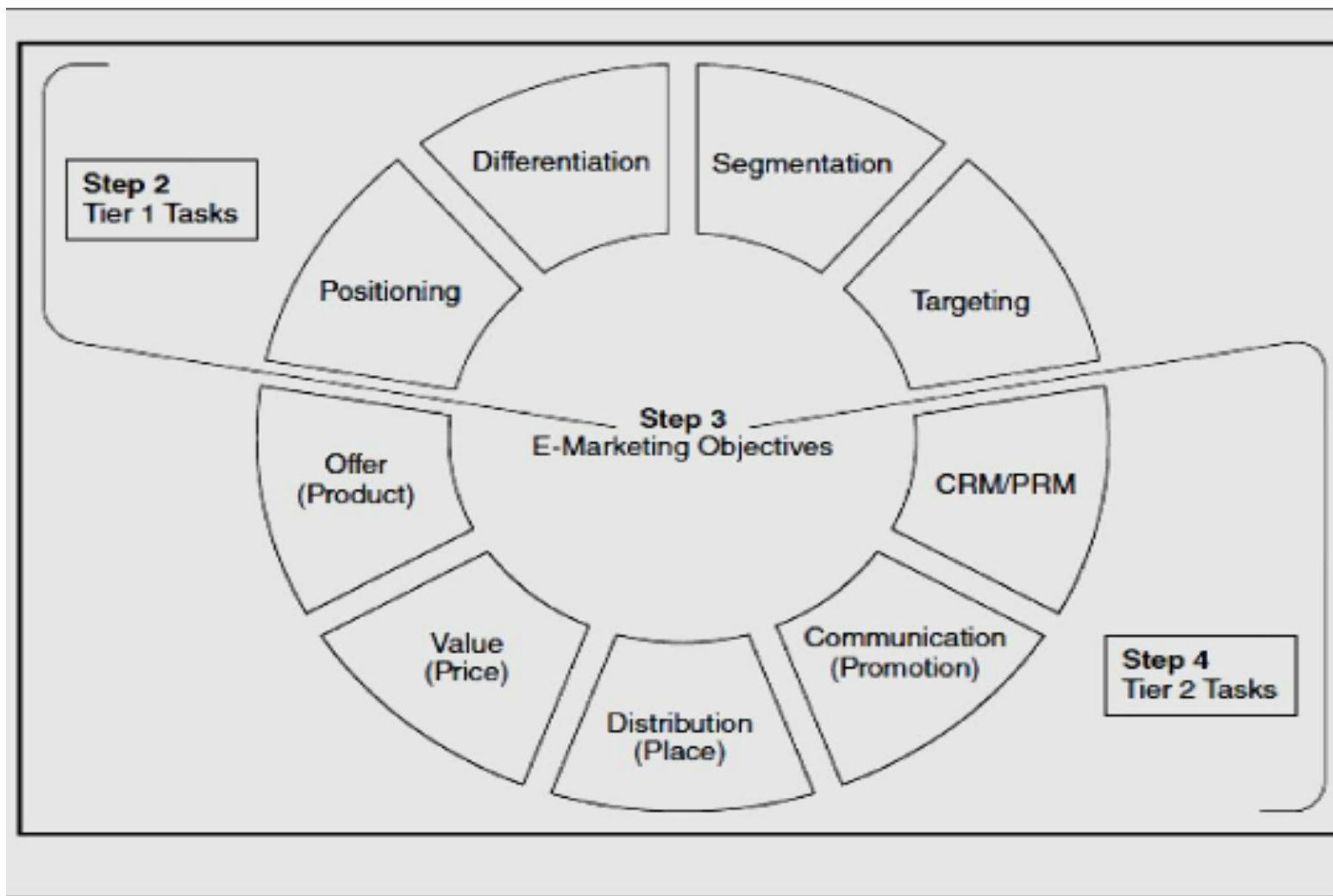
- ☒ •Strategies related to the 4 Ps

**Product strategies** : merchandise, content, services or advertising on its Web site.

**Pricing strategies** : dynamic pricing and online bidding

**Place (distribution) strategies** : direct marketing and e-business models.

**Promotion (Marketing communication) strategies.**



# Step 5 : Implementation Plan/ Action Plan

☒ Tactics are used to achieve plan objectives.

Marketing mix (4 Ps) tactics.

CRM implementation

Staff training

Website forms, cookies, feedback e-mail, social media comments and likes, etc.

Web site log analysis, business intelligence and competitive Intelligence

# Step 6 : Budget

☒ The plan must identify the expected returns from marketing investments

- Cost/benefit analysis
- ROI calculation
- Internal rate of return (IRR) calculation
- Return on marketing investment (ROMI)

# Step 7: Evaluation Plan

☒ Marketing plan success depends on continuous evaluation.

.E-marketers must have tracking systems in place to measure results.

.Performance metrics relate to specific plan goals.

.ROI

- E-marketers lead to higher revenue.
- Accurate and timely metrics can help justify plan



Thankyou