



# How to Plan a Digital Marketing Campaign With Digital Marketing Agency In Delhi



Making a [digital marketing agency in Delhi](#) plan is one of the things that I see most often as an area where marketers need guidance and coaching. With this piece, I hope to provide a tried and true framework for those of you who are responsible for creating a cohesive strategy. While working with businesses, big and small, you frequently discover that they lack a formal written strategy that they can point to and declare, "This is our digital marketing plan." Any company should have a digital marketing plan in place to guide them through the process of investigating and clearly communicating the objectives and goals of their digital activities, as well as precisely identifying and targeting digital personas and selecting the appropriate channels and strategies to pursue them via.

## The Most Important Aspects of a Digital Marketing Plan

What, therefore, constitutes a digital marketing plan's key components? I've read hundreds of them, and I think the structure below is the most effective. An first examination of the marketplace for your product or service, including a competition analysis, realistic evaluation of your performance in the market, and a summary of your market. Clarity in the articulation of your digital marketing program's business objectives is essential. While these are standard

business objectives, they do not provide a means of implementing them digitally on their own. As a result, you must go beyond these in a digital sense. Examples of these include increasing brand awareness, sales, customer retention, and cost per lead.

The next stage entails breaking down these commercial objectives into digital goals. Taking "increase sales" as an example, you can translate it into a coherent digital goal that might be something like "increase the average order size on my website," "reduce cart abandonment on my checkout process," etc. Digital goals give your plan a clear direction, and you can then start implementing tactics that will deliver these "Digital Goals."

When you have identified your digital goals, you can then determine which of your primary KPIs relate to these goals. For example, if your goal is to lower cart abandonment rates, your digital KPI should be the goal of tracking the percentage of users who start the checkout process and finish it (i.e., complete the checkout and make a payment). During this phase, you can begin projecting certain nominal KPI targets, such as raising the average order size from €45 to €55 or increasing the conversion rate from 1.5% to 1.5%. The digital plan then becomes the actual strategy for achieving these targets and projections using digital channels.

Establishing targets, KPIs, objectives, and digital goals will allow you to start developing your strategy with **digital marketing agency in Delhi**. Creating rich personas, or target audience profiles, is a key component of this process. Rich means completely developed; you should describe the issues that your company solves for certain personas, as well as their media preferences, opinions of you as a company or brand, and their requirements (emotional, lifestyle, informational), where they digitally congregate. Give your target audience as much information as you can when characterising them; it will come in very handy when you try to interact with them.

After creating a clear Value Proposition for your company with **digital marketing agency in Delhi** and how it connects to each of these Personas, you should be able to respond to the following question: "If I am your ideal customer, why should I purchase from you over one of your competitors?" After you've created your personas, you may investigate the best and most suitable digital channels to reach them on, taking into account their informational, geographic, and digital habits.

Next, in this section, you will go deeply into the details of your digital channel strategy, including SEO, PPC, Display, Email, Social Media, Affiliate, Mobile, etc. In order to effectively map the digital channels onto the sales/buyer cycle, I highly advise you to divide your tactical solutions into Customer Reach, Customer Acquisition, Customer Retention, or some version of

this in this section. In conclusion, determine how all of this will be measured. Each channel should have a clear measurement framework in place that allows you to assess each channel's efficacy and generate a matrix of key metrics that show you are on track or not for reaching your goals (as well as a plan for corrective action in the event that goals are not met).

## Structure Of Your Marketing Plan

This should be plenty to help anyone begin developing their digital marketing strategy and plan, while there is still much more to discuss in depth on the subject. The fundamental framework is:

- Competitive analysis and market research
- aims and objectives
- Value Propositions and Audience Setting
- Channel Strategy: Execution Evaluation

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