

Pillars of digital marketing strategy

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Pillars of digital marketing strategy

Understanding
audience

Defining
digital
marketing
strategy

Undertaking
pilot

Implementing
digital
marketing
strategy

Developing
digital
marketing
skills
in-house or
outsource

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Pillar 1: Understanding audience

1. Existing
customers

2. Business
network

3. Prospective
customers

4. Personal
network

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Pillar 2: Defining digital marketing strategy

1. Decide
your
objective

2. Identify
resources

3. Identify
mediums

4. Designing
content

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Pillar 3: Undertaking pilot

1. Identify
objective

2. Decide
scope

3. Taking
feedback

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Pillar 4: Implementing digital marketing strategy

1.Documenting
your strategy

2.Developing
team

3.Time

4.Resources

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Pillar 5: Developing digital marketing skills in-house or outsource

1. Scale

2. Skills

3. content

4. Dependency