



DIGITAL STRATEGY.

WHEN YOU NEED TO KNOW THE WHO,
WHAT, WHEN, WHERE AND HOW

feed
DIGITAL



UNDERSTAND WHAT PLATFORMS ARE USED TO COMMUNICATE WHICH MESSAGE, TO WHAT TARGET AUDIENCE.

Feed's digital strategies provide the overarching framework, designed to establish marketing initiatives and identify the big wins for your business.

We maximise the effectiveness of your marketing by taking into account your available resources, whether that be a given skillset, person/s or budget.

Strategies are designed to be implemented immediately and aim to deliver results over a 1 to 12 month timeframe. Strategies are delivered over a series of workshops and meetings, with the final product being delivered in a concise document.

Feed's digital strategies cover six main areas:

- Situation Analysis - who you are
- Target Audience - who you want to reach
- Goals & Objectives - what you want to achieve
- Strategies and Tactics - how you will achieve it
- Actions - who does what and when
- Controls - how do you know when you got there

We produce,
place & amplify
**CONTENT
THAT
CONVERTS.**

SITUATION ANALYSIS

Answering the question 'where are we now?'

The first step in developing an effective digital strategy is to understand the current situation. Here we discuss the business background and current marketing position – undertaking an audit of current initiatives.

TARGET AUDIENCE

Defining 'who you want to attract?'

Here we consider different strategies for the demographics and behaviours of each audience we want to reach. Whilst target audiences can be defined according to many different criteria, we outline the audience taking into account the following:

- The demographics of the group/s
- Their decision-making motivations
- Their buying behaviour

GOALS AND OBJECTIVES

Answering 'What do you want to achieve?'

To develop an effective, results driven plan, it is important to outline the broader goals and then to develop a set of clear, actionable objectives.

Outlining Goals

Goals can be both short and long term. Most times, goals present the intangible bigger picture.

Setting Objectives

While goals are broad, objectives are much more specific. They are clear and actionable and step out the approach toward achieving goals.

STRATEGIES AND TACTICS

Answering 'how do we get there?'

For each of the objectives, a strategic approach needs to be developed. Primarily, the strategic focus outlines the key ideas that will help to meet each specific objective. And following, there are a series of recommendations, which represent the specific tactics to be implemented.

Tactical recommendations take into consideration which channels to use, what content is appropriate, distribution and timeframes and any other factors which may impact upon the effectiveness of the plan.

ACTIONS

Answering 'who does what and when?'

A key element of a business' success is effective implementation of a marketing campaign. Setting out a plan for implementation is critical in being able to deliver a workable and staged approach to maximise results. Based on the strategies and tactics outlined, the actions set out the recommended approach for implementation.

CONTROLS

And finally 'how do you know when you got there?'

It's vital to build in checks and balances to maintain an effective marketing plan. A range of key metrics should be implemented, providing meaningful measures that are likely to be useful for decision making and marketing program tracking.



We inspire, we write &
WE CREATE

Let's kick things off

Digital Strategy

Development of
target markets

Development of
business goals

Development of
channel strategies
and tactics

Development of
measurements

from
4,200
Excluding GST