



Digital Strategy for XXXXX Limited

30 January 2017

Mariko Hamada

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- 
- Introduction
 - Situation Analysis
 - Objectives
 - Strategy
 - Tactics
 - Actions
 - Control
 - Conclusion


Agenda

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INTRODUCTION

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- Focus on business strategy & actual situation of XXXXX Limited (XXXXX) and updated digital technology, and suggest ideal digital methodologies & campaigns for their business expansion
 - Develop a realistic Digital Marketing Strategy for XXXXX based on SOSTAC® Planning System

Scope

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Situation Analysis

Objectives

Strategy

Tactics

Actions

Control

- Where are we now?
- Marketplace SWOT
- Where do we want to be?
- 5S's objectives (Sell, Serve, Sizzle, Speak, Save)
- How do we get there?
- STOP & SIT (Segments, Target markets, Objectives, Positioning & Sequence, Integration, Targeting and segmentation)
- How exactly do we get there?
- The details of strategy (Marketing mix)
- Who does what and when?
- The details of tactics
- How do we know we will get there?
- The monitoring process

- SOSTAC® Planning System, which was developed by PR Smith, is an effective marketing planning system widely applauded by marketing professionals in the world

SOSTAC® Planning System

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SITUATION ANALYSIS

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	DM Tools	Administrator	Remarks
1	Corporate Website	Purchasing Manager	New website is being developed and will be released in the Q1 of 2017. No mobile website is available
2	Newsletter	Purchasing Manager	Very low frequencies updating. Will be renewed with new website with a focus on internal newsletter for employees
3	Facebook	Health & Safety Advisor	People in this industry are more familiar with Facebook than LinkedIn
4	Twitter	Health & Safety Advisor	Just launched in October 2016
5	LinkedIn	Purchasing Manager	-

- As the table above shows, XXXXX utilises some e-tools but has not had any specific digital marketing strategy

Current Digital Marketing

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S	<ul style="list-style-type: none"> - Well-established brand as an Irish construction firm and stable sales revenue - Strong connection with industry associations and experts - Some of the members are engaging in organisational changes for the future of the company - Awareness and basic skills about social media - Has already launched their own website and some social media pages with substantial content - Some XXXXX directors and managers have expectations to become an industry leader through excellent digital marketing 	W	<ul style="list-style-type: none"> - Unclear sales & marketing strategy with relying on national economy - The Director, who has reputation and is giving strong impacts on XXXXX's sales revenue, is nearly 70 years old - Lack of branding for non-Irish and non-UK business partners and clients - Conservative family business culture and a shareholder reluctance to change - Lack of understanding the importance of (digital) marketing and no expert and supervisor in the company
O	<ul style="list-style-type: none"> - Economic recovery in Ireland will bring the construction sector new business opportunities. Potential to attract large international organisations for joint ventures projects - Digital marketing is not generally popular in the construction industry. XXXXX does not have to rush to renew their digital marketing - YYY is focusing on digital strategy and XXXXX easily can access to their trend and knowledge - Many Irish institutions are actively providing digital marketing education to develop digital marketing talents 	T	<ul style="list-style-type: none"> - Skill shortage and gender imbalance over the construction sector in Ireland and the UK - Some competitors have strong digital marketing strategy and can recruit best graduates by having better marketing strategies and presence - Procurement regulations requiring online presence and availability from authorities when joining tenders <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <ul style="list-style-type: none"> - Core value and business situation - Digital Marketing </div>

SWOT Analysis

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- Core value and business situation of XXXXX
 - Economic boom and new business opportunities, but skill shortages including engineering graduates
 - Established a strong brand in Irish construction industry and gained stable business revenue
 - Strong connection with the industrial association
 - Conservative family business culture and generation change
- Digital Marketing of XXXXX
 - The deficiency of a digital marketing professional, but some e-tools have been already launched. There are some human resources with skills and knowledge in this area
 - No pressure to deal with digital marketing in the short term, but their early actions will place them ahead of their competitors
 - The IT environment in Ireland provides many digital marketing education opportunities and expertises

Overview of Situation Analysis

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- Strategy & Commerce Manager in XXXXX strongly believes that showing good presence online would bring XXXXX new business opportunities and the best graduates to work for them. Overall, **the timing is the best for XXXXX to update digital marketing**


Overview of Situation Analysis

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OBJECTIVES

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- Target audience
 - Potential clients & business partners
 - New human resources (new graduates, in particular)
 - Purpose - Relationship marketing

Increase brand awareness to the target audience above by improving XXXXX's current digital marketing tools and joining other social media


Digital Marketing Objectives

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STRATEGY

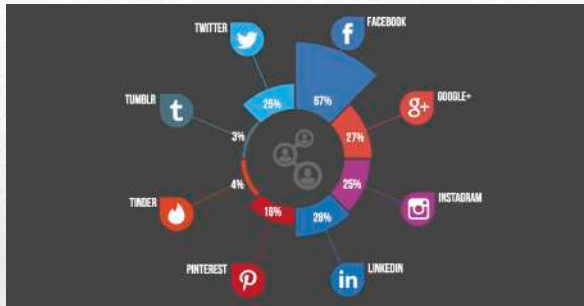
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- Website
 - Has already launched as a PR tool
 - Required to improve in order to meet business requirements from authorities
 - Considerations for getting more accesses from the target audience
 - Search Engine Optimisation (SEO) – Be ranked well in search engines
 - Mobile website establishment - Internet usage by mobile and tablet devices exceeded desktop worldwide

Website Strategy

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- Social Media



Social media account ownership in Ireland – Oct 2016

Facebook

The most popular SNS in Ireland

Google + New!!

Gives impact on **SEO** to be more **highly ranked in search engines**

Instagram New!!

Achieving a remarkable growth and popular among **young generation** with **high engagement ratio**

Twitter

Has strength in communicating with other users and followers

Pinterest New!!

Increases users dramatically. Gains particularly **young female** fans

LinkedIn

The most popular professional social media

Social Media Strategy

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TACTICS

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- XXXXX's main purpose of digital marketing is public relations and publicity
- They will enhance their brand through their digital marketing campaigns with SEO & website improvement and candidate relationship management by social media

Tactics

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- Make their websites display on the first page when users search on search engines with **renewing the structure and contents of their website**
- **Join Google Plus** to remain high ranking in Google organic search results and utilise business reviews to get more credibility for increasing their organic search ranking
- **Launch mobile website** as well as desktop website

SEO & Website Improvement

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- **Introduce other SNSs such as Instagram and Pinterest** in addition to existing website, Facebook, LinkedIn and Twitter for managing the relationship with their potential candidates, particularly, engineering and construction graduates

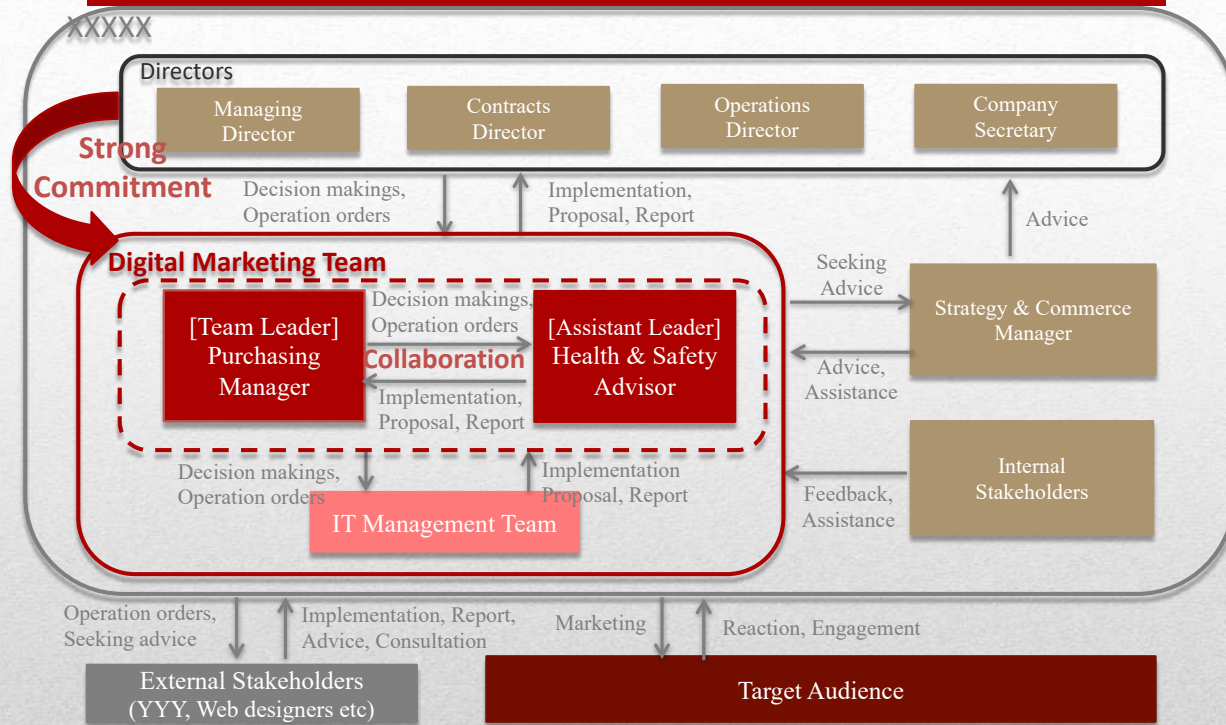
Candidate Relationship Management by Social Media

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ACTIONS

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Organisation Development

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	Campaign	Action item /E-Tool	Admin	Jan - 17	Feb - 17	Mar - 17	Apr - 17	May - 17	Jun - 17
1	Common matters	Steering committee	Directors DM Team	Monthly Meeting					
2		Other Admins	DM Team	A/N (Information collection, Training, Developing new DM business partners etc.)					
3	SEO & web improvement	Web	DM Leader + Web designer			▲ Renew			
4		Mobile web	DM Leader + Web designer			▲ Launch			
5		Google Plus	DM Leader + Web designer						
6	Candidate relationship management	Facebook	DM Assistant leader	▲ Digital Mkg Strategy establishment		Monthly analysis & revise	Monthly analysis & revise	Monthly analysis & revise	Monthly analysis & revise
7		LinkedIn	DM Assistant leader		▲ Renew				
8		Twitter	DM Assistant leader						
9		Instagram	DM Assistant leader		▲ Launch				
10		Pinterest	DM Assistant leader		▲ Launch				

• Detail time table is illustrated on Appendix 4 of the report

Time Table

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Digital Marketing	10-Apr (Mon)	11-Apr (Tue)	12-Apr (Wed)	13-Apr (Thurs)	14-Apr (Fri)	Remarks	
Event			XX Bypass open	Safety talk @ XX school		Safety Week	
Website			XX Bypass open			DM analysis report due @ 15:00 21 Apr	
Mobile			*Need different photo for Pinterest				
Facebook							
Google +							
LinkedIn							
Twitter	Weekly update (Safety week)				Safety talk update		Easter tweet
Instagram							Cool work in XXXXXX (Easter)
Pinterest							

- Scheduled updating is fundamental for effective digital marketing
- Detail example of the calendar is illustrated on Appendix 5 of the report

Digital Marketing Calendar

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CONTROL

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- Measuring the impact of marketing communication, marketers collect audience behaviour and response for our marketing activity with appropriate KPIs
- Suggest to measure their digital marketing effectiveness at three stages

Stage 1: Collecting some basic access data to e-tools

Stage 2: Evaluating the audience profile & engagement level

Stage 3:Analysing business conversion

Control

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- Collect clear and understandable numbers on monthly basis for assessing the their branding
 - Webpage visitors
 - SNS followers
 - “Like” & “share” of their SNSs

Stage 1: Collecting Some Basic Access Data to E-tools

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- Analyse detail digital marketing effectiveness for the target audience
 - Users' profiles (ie. location, sources and devices)
 - Visitors' activities on the website and social media (ie. recency, frequency and the length & depths of visit)
- Some other e-tools such as social media dashboards (ie. Hootsuite) and Google Analytics can help efficient evaluation

Step 2: Evaluating the Audience Profile & Engagement Level

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- Know how digital marketing contributes to their actual business by comparing to some non-digital marketing indicators
 - The number of contacts from potential clients & business partners through the website's contact page
 - The number of job applications from new graduates


Step 3: Analysing Business Conversion

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CONCLUSION

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- XXXXX, Ltd. is facing a dramatic change in their business environment, but using digital technology will contribute to maximising the outcome in the future
 - SEO & website improvement and a new social media launch will bring better relationship management with their potential clients & business partners and new human resources

Conclusion

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Thank you very much!!

Digital Strategy for XXXXX Limited

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Mariko Hamada