

Internet Marketing Plan

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PLANNING

Business Objectives

Problem: What problem exists in your industry?

Solution: How will Company your company solve this problem?

Value Proposition

VP: What can the customer expect and/or actually get for his money/time?

Success Rate: What is the probability that the business will succeed?

Marketing Objectives

Financial Goals: What is a reasonable ROI? When will the ROI be obtained?

Market Share Goals: How much of the market is cost effectively obtainable?

Search Engine Goals: Can #1 positions be obtained? How much will it cost? How much traffic?

Brand Goals: Who do people think you are? Who do you want to become? Most likely to become?

ANALYSIS

Situation Analysis

SWOT: What are your strengths, weaknesses, opportunities, and threats?

Search Engine Behavior Analysis

Keywords: What do you want to be known for? What keyword phrases are people actually using when they search? What types of actions are taken by people searching for each phrase?

Reports: How large is the market? What is the estimated market value? Based on 30 variables (traffic volume, back links, SERP Results, etc...) what are the top 100 keywords your company should be concerned with? Based on the same variables what marketing strategies should be implemented. (see product, distribution, promotion, and price strategy)

Competition Analysis

Keywords & Links: What keywords are your top ten competitors using? What make your competitors #1 in the search engines? How many pages do they have? What link value do they have? Who links to them?

Reports: Based on the above variables how expensive will it be to surpass them in the search engines? How much traffic & page views do they receive? Are they growing? What is their estimated market share?

Customer Analysis

Behavior: What sites do they visit? What books do they read? What forums do they participate in? What blogs do they read?

INTERNET MARKETING PLAN

Product Strategy

Product: What is the product/service you are selling?

Product Impact: How unique and important do your customer view your product/service?

Distribution Strategy

Distribution: How will the customer receive products/goods. How will the distribution method correlate and/or improve the value proposition? How often will one customer receive products/goods in a year?

Promotional Strategy

Promotional Timeline: When should the strategies below be implemented? (pre-launch, beta launch, launch, full launch)

Promotional Costs: What is the overall estimated promotional costs?

SEO: How will SEO help promote the product? How much to budget for? What target market will this reach?

Viral: How will Viral Marketing help promote the product? Any widgets/apps/mods? How much to budget for? What target market will this reach?

Social: How will Social Media help promote the product? How much to budget for? What target market will this reach?

Email: How will Email Marketing help promote the product? How much to budget for? What target market will this reach?

PPC: How will PPC help promote the product? How much to budget for? What target market will this reach?

Education: How will Educating potential customers help promote the product? How much to budget for? What target market will this reach?

Public Relations: How will the brand use publicity?

Media Strategy: How will a strong Media Strategy help promote the product? How much to budget for? What target market will this reach?

Other Marketing & Advertising: How will Other Marketing & Advertising help promote the product? How much to budget for? What target market will this reach?

Price Strategy

Competitors Prices: What are your competitor's prices? What are the buying habits of competitors products/services? How often do they pay?

Competitors Prices: What price strategy should your company engage in?

Price Points & Reports: Based on the above information what price should you charge?

Brand Strategy

Personas: Who is your customer? What are their goals, desires, and limitations? Who will use your site? What attitudes & behaviors will they have?

Perception Map: What are the perceptions of potential customers?

Brand: What is the source of your company's distinct promise for customers? What is the organizing principal that will influence & orchestrate everything a customer experiences? What will add value, meaning, and spirit to your product/service? What will pre-sell itself? What will engage a person during the sales process & what will confirm that feeling during the sale?

Brand Segmentation Strategy: What segments should the brand target? Based on Demographics, Social, Geo, and Psycho segmentations is each segment Substantiality (is the segment large enough?), Accessibility (Can the segment be attained through planned marketing channels, have a high enough Response Rate (How different are the response rates of different segments?)).Measurable (Can the size, purchasing power, and characteristics of the segments be measured?)

Brand Strategy: How will your brand grow into your value proposition?

Brand's Position: What is your brand promising?

Scenarios

Optimistic scenario

Most likely scenario

Low performing scenario

Risks & Mitigation

Minimize Risk: Based on SWOT Analysis, how can your company low minimize risk?