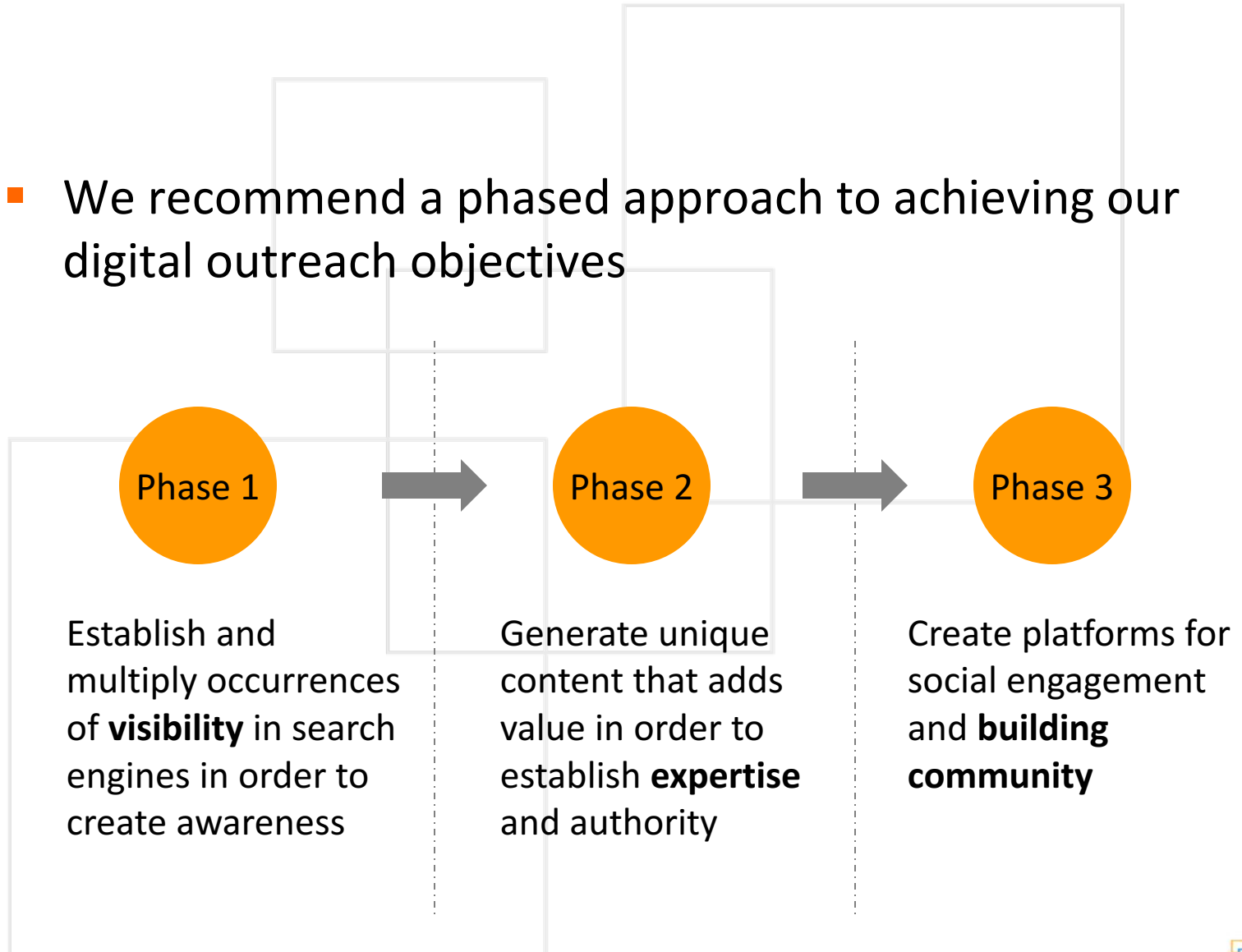


# Digital Marketing Strategy and Plan

# The Strategy

- We recommend a phased approach to achieving our digital outreach objectives

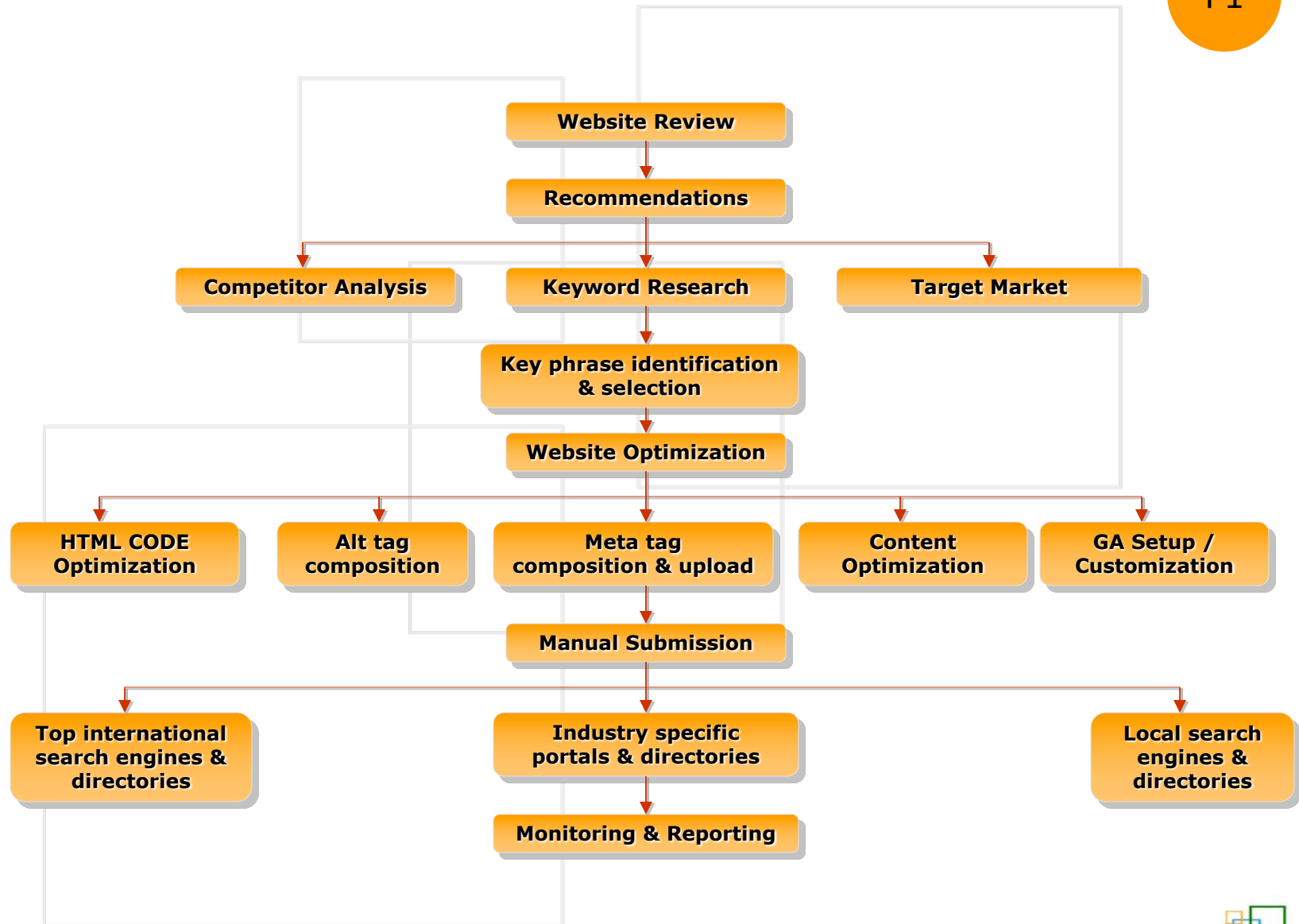


# The Campaign Overview



# SEO – Process

P1



# SEO – Scope of Work

P1

## Keywords Selection:

- To research and identify diverse keywords covering the longer buying cycle. Keywords will cover **Brand, Products, Industry & Client Differentiators**. We recommend and aim to start 20-25 keywords every quarter and, if needed, replace non-performing keywords to maintain the growth in website traffic.

## Content/ landing pages:

- Recommendations will be given to the marketing team on writing keyword-rich content for landing pages. Every single page will be mapped for their targeted keywords relevant to them, and suggestions would be given based on existing content analysis to improvise it further.

## Website-related changes and improvements:

- Recommendations will be given to make the site more search engine friendly without compromising on the website's usability. These notes would be provided in the form of detailed reports/documents.

# SEO – Key Deliverables

P1

## Reports & their estimated frequency:

- Competitor Benchmarking (*Quarterly*)
- Website Analysis (*Once and on ongoing recommendation as & when required*)
- Keyword Research & Analysis (*Ongoing maintenance*)
- On-page Optimization Report (*Ongoing maintenance*)
- SE Ranking Reports (*Monthly for Google, Yahoo! & MSN*)
- SE Saturation (*Monthly*)
- Website Analytics Report (*Monthly post-optimisation*)

# WebRelease – News Multiplication

P1

- A social media optimized version of a press release
- Delivered under the CODE approach
- **Create** keyword rich & SEO friendly press release design & copy
- **Optimize** with multimedia & social media elements for consumption & sharing
- **Distribute** to journalists, blog & RSS directories, PR & News wires
- **Evaluate** coverage in web & news search engines, distribution & social bookmarking sites, multiplication in other websites, and traffic



Example

# Search Engine Marketing (SEM)

P1

- Objectives:
  - Drive volumes of highly targeted traffic on a broad set of keywords across products & services
  - Establish visibility and reach among TA by optimizing marketing across search engines and ad networks
  - Act as a 'place holder' for search engine results and traffic till SEO campaign matures
- The SEM campaign would be run as a pilot project and would be ideal for amplified short-term awareness and visibility

Platform: Google India



# SEM – Process

P1

## Research

### Market

USA

Competition

Demographics

### Keywords

Search Volume

Competition

Rankings

## Implementation

### Strategic Deployment

On-site Optimization

Content & Tag Optimization

Manual SE Submissions

## Analytics & Maintenance

### Review

Rankings

User-Behavior

Conversions

## Strategy & Planning

- Will include keyword selection and categorization, ad copy and landing page strategy

## Account Setup

- Based on strategy approval campaigns and ad groups will be created and a dedicated Google AdWords account will be set up
- Campaigns & Ad Groups could be classified as:
  - Branded: Client brands
  - Products: Products & Solutions
  - Industries: Retail, Healthcare, Transportation and logistics etc.
- Campaigns & Ad Groups would include:
  - Keywords: researched and categorized as per ad groups
  - Ads: compiled for each ad group; could be text and image (for network sites)
  - Landing Page Recommendations: based on review modifications or creation of new landing pages (if required) will be suggested along with content guidelines

# Promotion Campaign

P2

- Identification and selection of internal subject matter experts with the goal of establishing them as industry and thought leaders
- The selected champions will be responsible for contributing original content in the form of blog posts, forum entries and providing solutions & answers to user generated queries
- Areas of expertise will be established in order to aid monitoring for participation opportunities

- **Objective:**

- Create a new platform to host proprietary content

- **Content:**

- Covering various topics spanning the product categories and industries client operates in
- Could include expert advice & tips, emerging trends, professional commentary, client news & product launches, project showcases etc.

- **Deliverables:**

- Blog design, installation and setup
- Blog management, maintenance and moderation
- Blog promotion and traffic

- **LinkedIn Objective:**

- Create visibility and establish expertise among relevant professionals

- **LinkedIn Deliverables:**

- Guidelines document for answers and group posts
- Monitoring of Questions & Answers section and identifying opportunities to post answers
- Selecting Professional Groups & monitoring for opportunities
- Co-ordinating with champions for posting

- **Forum Participation Objective:**

- Participate in and converse with target audiences (on selected forums)

- **Forum Participation Deliverables:**

- Monitoring discussion threads and topics for opportunities
- Co-ordinating with champions for posting

# Community Building

## Social Media Optimization

P3

- **Social Media Optimization Objective:**

- Leverage positive brand equity created through awareness and content amongst relevant target audiences
- Build an online community of loyalists, endorsers and followers

- **Facebook/Google+ Deliverables:**

- Page setup and promotion
- Fan interactions such as polls and discussions
- Content management for republishing blog posts, forum links & posts, photo galleries, events and notes

- **Twitter/Pinterest Deliverables:**

- Twitter account setup, design and promotion
- Republishing blog posts & forum links
- Tweeting updates, news and conversing with followers

Phase 3 activity specifics and tactical plan will be formulated post review of Phases 1 & 2

Thank you.

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