



# SNS COLLEGE OF TECHNOLOGY

Coimbatore-37.

An Autonomous Institution



**COURSE NAME : 19CSE309 & DIGITAL MARKETING AND ITS TOOLS**

**III YEAR/ VI SEMESTER**

**UNIT – 1 INTRODUCTION TO DIGITAL MARKETING**

**Topic: Digital Marketing Plan**

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# Digital Marketing Plan

- A **digital marketing plan** is a document that **defines marketing goals** to be accomplished within a given time frame so a company can **meet a set of business objectives**.



# Digital Marketing Plan

We can't forget these items in our marketing plan document. They help us articulate our campaigns and plan them:

- Short, medium, and long term **business goals**.
- The **strategies** to achieve the goals at the digital level.
- The **channels** to use.
- Action and **development plans**.
- **Investment** and budget.
- The **timing** and roadmap.



# Digital Marketing Plan





# Digital Marketing Plan

## 4 Steps to Creating a Digital Marketing Plan



Set Goals & Objectives



Identify Your Target Audience



Define Your Value Proposition



Establish Metrics



Harvard  
Business  
School  
Online

