

Digital Optimisation

Digital Insights, Strategy & Planning

Session: Digital planning

Topic: Tactics and action

Tactics and Actions

AT LAST!

- Who's doing what?
- To whom?
- Where?
- And when?
- Using what **resources**?
- How much will it **cost**?
- Who is **responsible**?
- How will we **measure**?
- What will we **test**?



Fine-tuning the programme

What will you work on to improve the plan?

- Improving landing page/ web template effectiveness
- Follow-up email contact strategies
- Integration with offline media (direct mail)

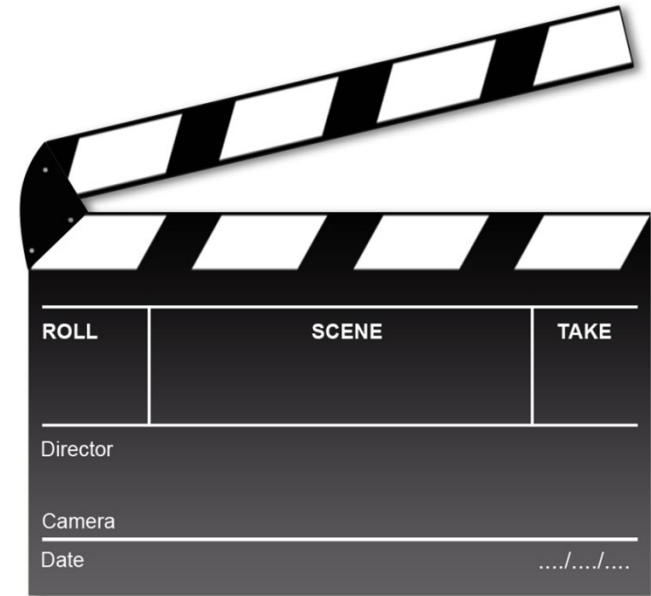
What will you test?

- Acquisition tools
- Search terms
- Landing pages
- Email messaging
- Offers

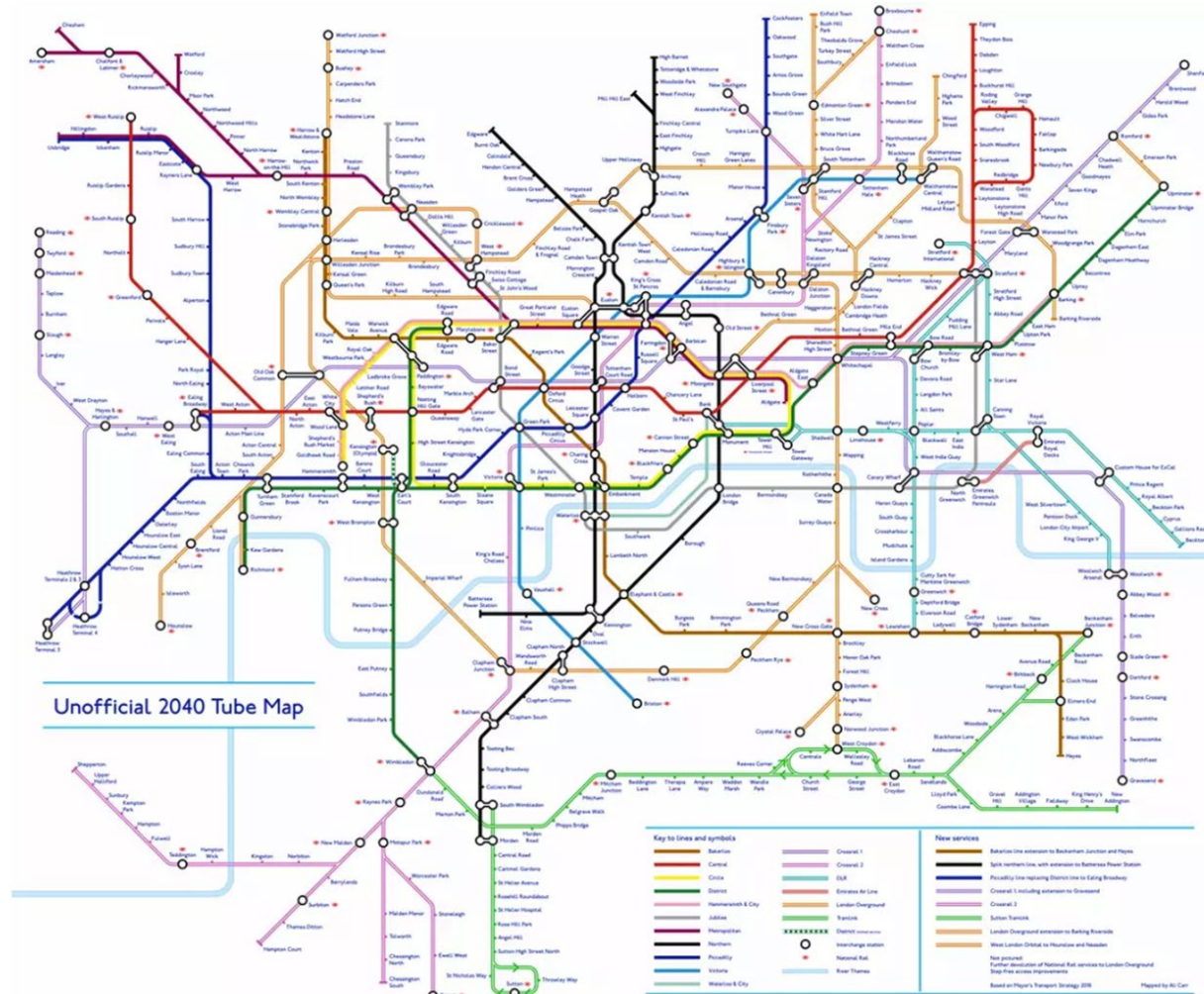


and...Action!

- Who's doing what?
- When?
- With whom?
- What will it cost?
- Who else should be involved:
 - ✓ Customer Service?
 - ✓ Corporate Comms/ PR?
 - ✓ Offline marketing
 - ✓ Sales



Who knows what the future holds?



Planning is all about *Control*

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End of topic