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Developing An Internet
Marketing Strategy



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Developing An Internet Marketing Strategy

The purpose of any marketing plan is to communicate the vision of the marketing department to the rest of the organisation while providing a roadmap and compass for the implementation of marketing initiatives.

An Internet marketing plan is similar, but focuses on the online portion of your business, and while there are no set formulas for the specific contents of an Internet marketing plan, or any marketing plan, there are useful elements. These are discussed briefly below.

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Major Sections of an Internet Marketing Plan

Executive Summary

The Executive Summary provides a quick review (one or two pages) of the objectives, strategies and forecasted results of the proposed Internet Marketing Plan. It gives others (employees, financiers) a concise picture of what you are going to do and how you are going to achieve it.

Situation Analysis

Provides a historical look and current analysis of the company's Internet operations, including an analysis of the successes and failures. The Situation Analysis can contain as many of the following topics as appropriate to your business.

Business Analysis

Reviews the current status of the business including an analysis of existing and potential internal and external Internet resources.

Industry Analysis

Analyses long term and short term Internet trends that are likely to change the online marketplace you are doing business in.

Sales and Marketing Analysis

This is an intensive study and review of online product sales strategies and the record of success (or failure) on the Internet.

Competitor Analysis

This section defines the criteria for online competitors, what they are doing online, and what will they likely do next.

Customer Analysis

Analyzes your current online customers and how they are using your site.

Planning Assumptions

Sets out your assumptions about the future.

Forecasts

Forecasts of industry and product sales based on objective analysis of market research data.



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Measurements
ensure that your
marketing
strategy is
working.

Marketing Objectives

This section sets out specific and measurable objectives you want to achieve with your website and other Internet strategies such as increased sales, volume of site traffic, new partners, etc.

Marketing Strategy

Details plans specifying how the company is going to meet its Internet marketing objectives. This strategy will include a mix of traditional and online media.

Marketing Programs

Detailed action plans for implementing your Internet marketing strategies, such as development programs, content plans, technology options, etc.

Financials and Cashflow

Expense budgets and revenue forecasts, including the cost of web development, promotion, operation and maintenance need to be prepared. Compare this to your overall operating budget to measure the impact it will have on cashflow.

Measurments

Ensures that your marketing strategy is working. Sets out the internal and external research information that will be employed to track the successful implementation of Internet marketing programs, such as log-file analysis of actual website usage or volume of customer email.

Risk Analysis

Reviews potential pitfalls and sets out alternative strategies should marketing strategies fail to be implemented as planned or should there be changes in market conditions, such as the entry of new competitors.

This Info-Guide has been prepared by Garrett Wasny of Western Economic Diversification. (portions of this document courtesy of High Latitude Consulting)