



Chapter 10

Digital Marketing Planning

Marketing Plan Definition

A document that explains the analysis of the situation, marketing strategies, and methods for conducting marketing activities to help a business achieve its goals and objectives. It considers the optimal use of marketing resources in response to internal and external environmental changes



Components of Marketing Plan



Analyzing marketing situation

1. Executive summary
2. Current Market Situation
 - 2.1 Market Analysis
 - 2.2 Competitors Analysis
 - 2.3 Customer Analysis
3. Environmental Analysis (SWOT)



Strategic Marketing Planning

4. Marketing Objective
5. Marketing Strategy
 - 5.1 STP Marketing
 - 5.2 Marketing Mix Strategy Product and Brand Strategy Pricing strategy Supply chain Management and Distribution Strategy IMC & Promotional Strategy
6. Action Plan and Implementation
7. Marketing Budgeting
 - Forecasting and Expenses
8. Marketing Control

Executive Summary



Includes

- Company background
- Description of products/services
- Target market
- Expected sales and profits
- Competitors



"Executives usually read this part first. If it doesn't catch their interest, they won't continue reading the rest of the plan"

Market Analysis

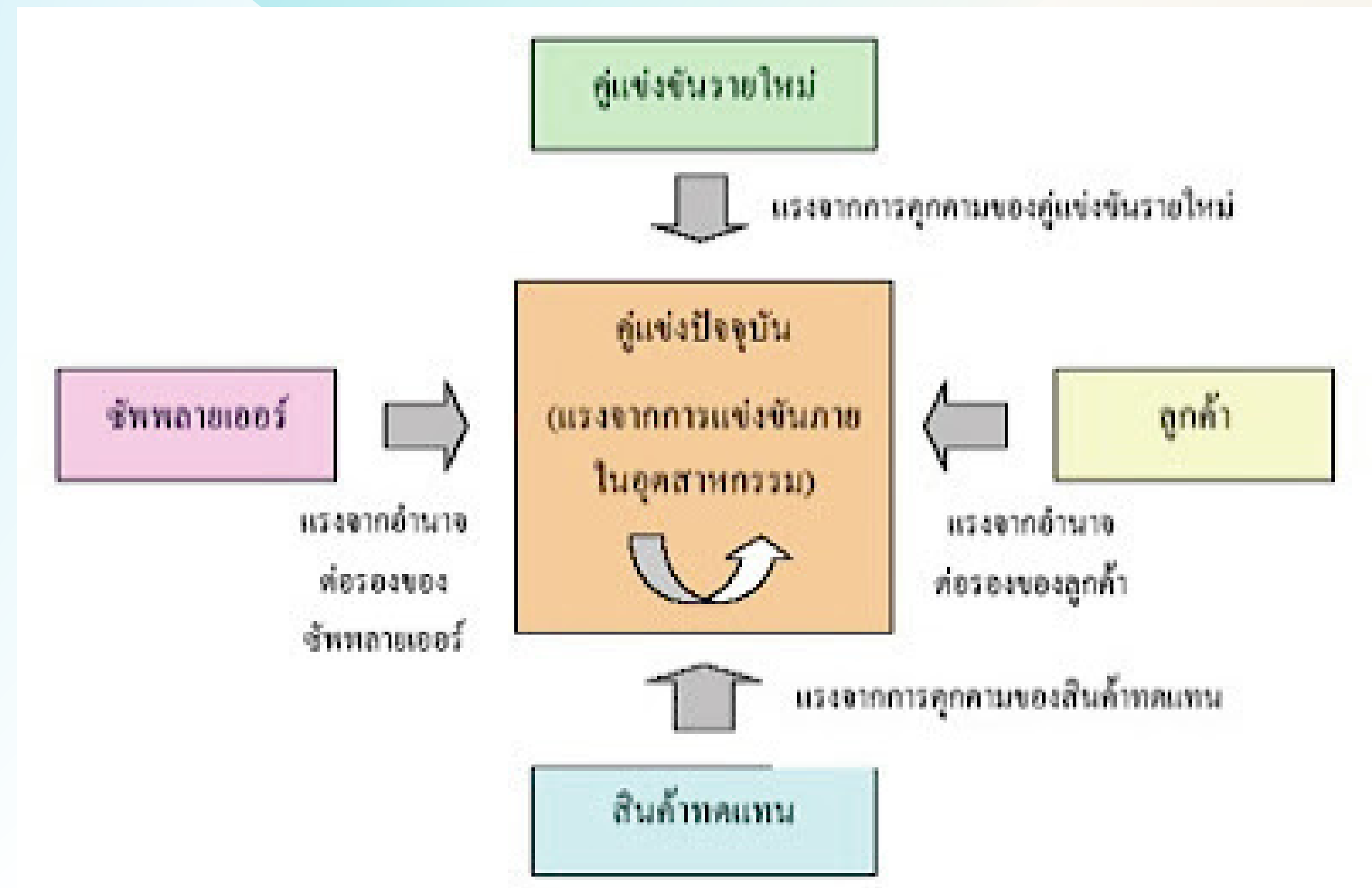
Discuss the overall industry competitiveness (with evidence such as number of competitors), total market value, market share estimates, and trends. Use secondary or primary data (e.g., surveys or interviews) and cite sources appropriately



Competitor Analysis



- Use Porter's 5 forces model
- Industrial Rivalry
- New Entries
- Suppliers
- Customers
- Substitution



Analyze direct competitors, market share, product popularity, social trends, and substitute products. Include customer insights based on lifestyle, purchasing behavior, and brand attitudes. Custo

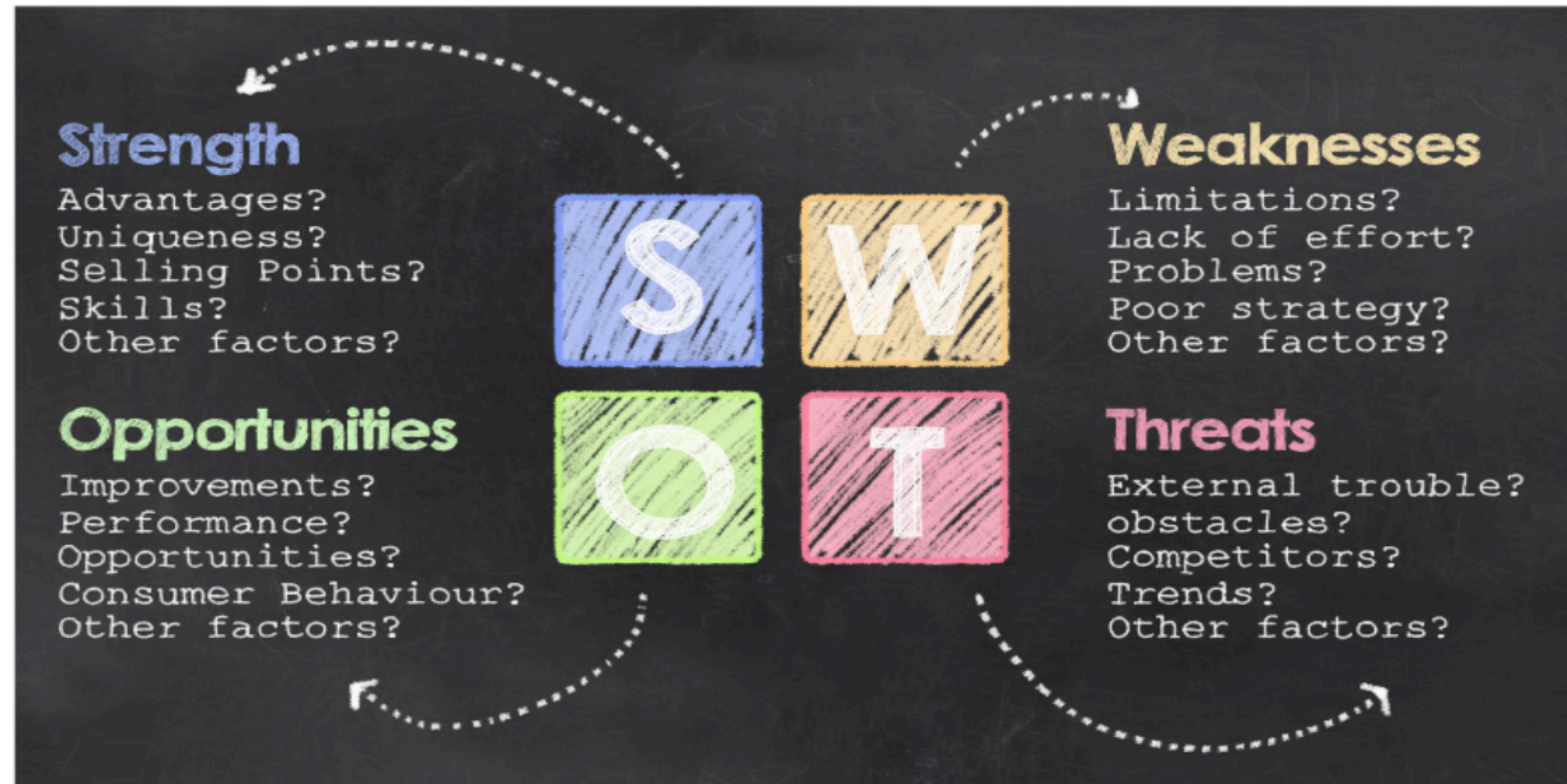
Customer Analysis



- In-depth analysis of customer behavior and preferences. Enviro



Environmental Analysis (Ex- Internal Analysis)



Marketing Objectives

"Quantity + Time Frame"

Examples of Financial Objectives:

- 20% return on investment from the target market
- 10 million baht net profit in 2005
- 30% market share by 2007

Examples of Marketing Objectives:

- Increase brand awareness from 15% to 30%
- Expand distribution channels by 20%
- Positioning for competition
- Foster brand loyalty Marketing



Corporate-Level Strategy


- Goals: Set strategic directions
- Objectives: Provide quantitative performance indicators with in a timeframe



Consumer Behavior

- Understand customer purchasing decisions, values, and attitudes



			
before marriage	Early marriage	After 1y marriage	After 10y marriage
Flower Gift Restaurant Gem jewelry	Housing Furniture Travel Shopping Car	Home Appliance Children Accessories	Washing Machine 2nd Car

Company competitive advantage

- What are we good at?
- What gives us a competitive edge? (Core Competency)

Examples

- Style, skill, passion
- Technology
- Brand image
- Pricing strategy
- Marketing & service
- Dealer networks



Marketing Mix Strategy

- Product & Brand
- Pricing
- Distribution & Supply Chain
- Integrated Marketing Communications (IMC) & Promotions
- Corporate Social Responsibility (CSR): Green products, donations, ethics, sustainability



Marketing Budgeting

Process of allocating budgets for various marketing activities to ensure the plan meets its original goals.



กิจกรรม/โครงการ/แผนงาน	2565
การจัดทำสื่อโฆษณา	715,000
Event	206,000
Tie – in Cinema	48,000
Product Placement	
Magazine , e-Magazine	
รวม	969,000

Marketing Control & Evaluation



Monitor and measure marketing performance. Compare actual results to targets. Identify the causes of gaps and propose corrective actions for future plans.



Example:

If actual sales = 3M baht vs. target = 5M baht, analyze why (e.g., outdated product), then adjust the plan (e.g., new product development).



Thank You