

Digital Marketing Strategy Framework

for the Irish Food, Drink and Horticulture Industry

INDEX.

INTRODUCTION

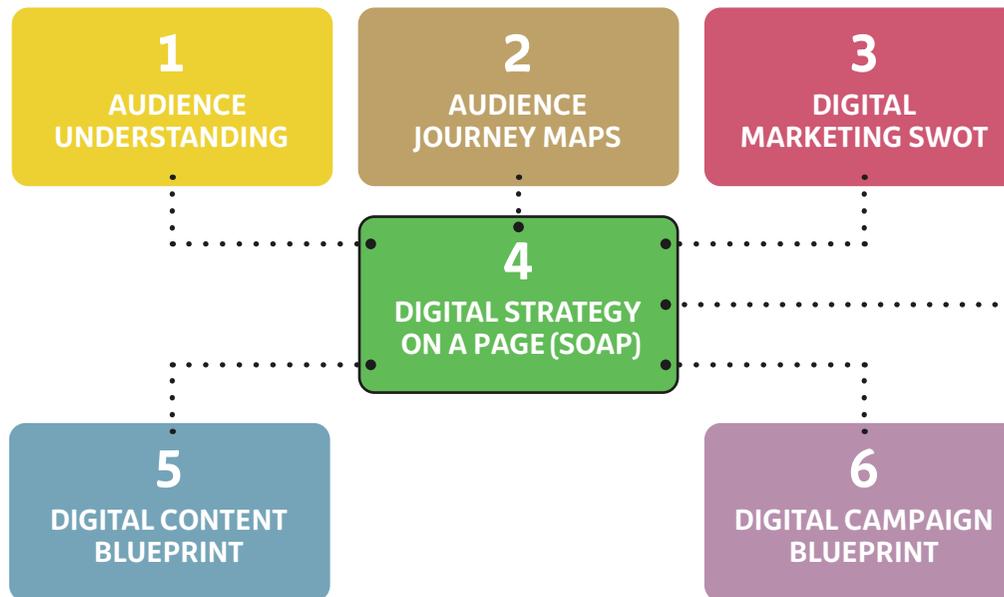
Digital Marketing Strategy Framework

Think Digital is designed to enhance the digital capabilities of Irish food, drink and horticulture companies whilst also equipping businesses with the resources and support to deliver best in class digital activation. It is one of a range of Bord Bia services tasked with building business competencies for their domestic and export growth. This framework is split into two areas, **Discovery** and **Action**.

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Commercial Objective	Your measurable commercial objective
Brand Purpose	The reason your brand exists, in one line.

Note: Before completing this framework, it is important to have a strong Commercial Marketing Strategy in place with well-defined Commercial Objectives. You will then be able to focus on why and how this framework will help you to grow your business profitably.



DISCOVERY

Understand your audience(s) behaviours, build journey maps to identify opportunities to connect with this audience, and develop strategic pillars by uncovering your digital marketing capabilities and opportunities.

ACTION

Transform strategic pillars into a robust digital marketing strategy. Leverage your brand to build a digital content Blueprint and revisit your audience journey to build a digital campaign plan.

While this framework is focused on identifying and acting upon digital opportunities, several elements of this framework require you to consider the physical activities of your consumer as well as their digital wants and needs.

Fundamentally, **this framework seeks to help you meet your business objectives by leveraging digital to influence and connect with your various audiences.**

MODULE 1. Audience Understanding.

The goal of this exercise is to gather intel on your audiences and use this intel to develop a Digital Portrait template that defines your audience.

Understanding your audience is a critical first step as you embark on developing your digital marketing strategy.

The information must be based on facts; not your opinions or ideals. The more you can bring your audience understanding to life, the better.

To support you in this we have developed a Digital Portrait template to help you combine your audience intel and action it. A Digital Portrait is a rich way to define your audience across a variety of characteristics. Any knowledge should be shared throughout your business but below are 4 practical means of gaining a deeper understanding to your audience which will be useful as you progress through this module. It is important to note that you may have different audiences depending on your product or consumer profiles. This framework will need to be completed for each audience to achieve commercial success.

INTERNAL STAKEHOLDERS

Call upon anyone in your business who interacts with your end consumer, shopper or your target audience, e.g. sales, marketing and customer service. Ask them to explain what your audience pain points are, what they like about your product and brand, and why. **NOTE: watch out for anything subjective or anecdotal.**

Low cost and easily accessed.

1st PARTY DATA

Investigate 1st party data for trends that you can leverage, e.g. website analytics, sales reports and lead reports. These could help you understand what consumers are most interested in, the times and days they browse or shop your brands etc.

Quick to access, minimal cost (if any). Low-Medium level of skill required.

3rd PARTY DATA

Chat to your Bord Bia advisor for the latest industry trends and data, or leverage 3rd party data from other reputable parties. You can also lean on digital platforms such as Google and Facebook for data on how your audience uses their platforms.

Varying costs and skills required.

COMMISSIONED RESEARCH

One of the most reliable means of understanding what your audience want and their relationship to your brand and category is by commissioning research with an independent research house.

Investment of budget, time and resource required, med-long time constraints.

FAQS

Where can I get advice on how to conduct research?

Bord Bia can assist you with your research needs and also houses a leading information source with the Bord Bia Library, with access to numerous international data sources.

What types of digital technology can help me produce 1st and 3rd party data?

Software like Hotjar, Optimizely, Google Analytics and Facebook Business Manager are examples of UX, engagement and media insights software that can be implemented on your website and across your media campaigns. Resources like Accenture, Kantar and CSO provide reports on demographic data and trends.

MODULE 1

Digital Portrait

Name:

Age:



“Snappy statement expressing how they interact with the category or product.”

Try to describe the audience using the following as guidance:

- Describe any big life event that is likely to be taking place e.g. saving for a new home, children, grandchildren etc.
- Cultural influences
- Defining characteristics

Interests & Hobbies

- Make a bullet point list of your target audience’s hobbies here.
- Consider the following: health and fitness, fashion, sport (player or pundit?), spending time with family, eating and drinking out of the home, theatre and arts, travel, current affairs, sustainability and entertainment.
- How do hobbies impact or influence how the target audience view your brand and category?
- Do hobbies present a consumption occasion?
- How do they participate in hobbies – alone, with friends, with family?

Ensure you adapt your portrait to consider local nuances for each country or culture.

Audience needs relative to your category

- What they buy from your category
- Key consumption occasions
- Consumption frequency
- Who they consume with
- Any pain points they experience with your brand or the category
- How they perceive your brand/competitors
- Do they shop the category online? If yes, what websites?

Purchase Influences

- Celebrities/influencers
- Low profile influencers
- Information shared by friends & family
- National press
- Brands
- Google search results
- Online advertising e.g. videos & banners
- Articles on social media

Most Trusted

.....

2nd Trusted

.....

Least Trusted

.....

Digital Platforms

Consider the below list of digital platforms and compile information to answer the following questions:

- What digital platforms are used by your audience? When and how frequently are they used?
- Why does your audience enjoy using these platforms? e.g. connecting with family, watching recipe videos, social proof?
- How/do they interact with brands on these platforms?
- For example:

Facebook	Snapchat	Podcasts
Instagram	Amazon	News Websites/Apps
Twitter	Reddit	Tik Tok
LinkedIn	Pinterest	Tracking apps (e.g. My Fitness Pal)
WhatsApp	Google	

MODULE 2. Audience Journey Maps.

The goal of this exercise is to understand how your audience behaves across their decision making journey, and identify opportunities to influence their decision. At the end of this module you will have developed audience journey maps for each of your audiences.

What is an audience journey map?

Developing an audience journey map is an **opportunity gathering exercise**. By putting yourself in your audience's shoes, you can identify pain points, uncover what is missing from the general category conversation and craft a list of opportunities for your brand to activate.

It begins with understanding the consumption occasion for your brand, and the company that your audience keeps during this consumption occasion. This is essentially the trigger to shop your category. From here, the audience journey is mapped across five key stages listed below. Occasionally, stages 2+3 can be combined, depending on your audience and your product.



How does it help?

Audience journey maps help you to identify opportunities for your brand to influence your target audience to the point of purchase. Because this is a digital marketing framework, there is a strong focus on how you can influence your audiences within an online environment, however, it is helpful to consider non digital touch points with your product to see how your strategy can influence at these points.

Your audience journey maps will be revisited in Module 6 of this framework to help you build a digital campaign Blueprint.

Where to start?

Critically, you must remind yourself of the following three things while completing your customer journey map:

1. The consumption occasion.
2. Who your audience are consuming with.
3. Times when they will engage with a digital device or platform, e.g. check Facebook or perform a Google search.

FAQs

What is the audience journey map used for?

The audience journey map is used for several things:

1. To uncover gaps in your marketing communications.
2. To identify opportunities to differentiate your brand from the category.
3. To develop a digital marketing campaign via a digital campaign Blueprint (module 6).

Can I develop a map for my B2B audience?

Yes, the same principles apply however B2B purchase cycles are typically longer and may involve a lot of direct communication e.g. calls, emails.

Can I have a different audience for those who buy, and those who enjoy my product?

Yes, in fact in most cases you will have a consumer and a shopper audience. In order to address both audiences, give careful consideration to the handover stages of 'purchase' and 'enjoy/advocacy'. If you need support in this area, please contact your Bord Bia advisor.

What is a consumption occasion?

The physical occasion and event during which your audience will consume a product in your category, e.g. lunch in work, special dinner, work/corporate get together, night cap, Friday night dinner.

Who is my consumer likely to be consuming the item with?

This can range but consider colleagues, partners, alone, family members, clients and types of friends, e.g. the lads.

MODULE 2

Mapping opportunities

DIGITAL PORTRAIT: Insert Digital Portrait name from module 1		CONSUMPTION OCCASION: What occasion is instigating a purchase?			WITH WHO: Who is influencing a purchase decision?	
	AWARENESS	CONSIDERATION	EVALUATION	PURCHASE/BUY	ENJOY & ADVOCACY	
AUDIENCE ACTIVITY & NEEDS <i>What are the needs of your audience at each stage of the journey?</i>	What inspires your audience to be alerted to your category? e.g. Planning breakfast, planning a night out, looking for a snack, looking for a gift, etc... This can simply be the consumption occasion if it is very obvious, or it could be a moment where your audience thinks about your brand/ category.	While considering shopping from your category, what does your audience do? e.g. Look for the best in the category or take recommendations on similar products	How do they evaluate your brand against others? Who and what influences them? e.g. Review their short list of potential category products online or in-store	When buying your brand, what are the key things that influence them at the last second? Do they purchase directly, or does someone make the purchase on their behalf?	Once purchased, how does your audience enjoy your product? What bragging rights do you offer your audience?	
DIGITAL TOUCH POINTS <i>Consider all the moments during each phase that your audience could use a digital device or screen.</i>	e.g: • Scrolling Instagram • Google Search • Reading the news online • What digital destinations provide inspiration and are the go to solutions for your customer?	e.g: • Google search 'best cocktail recipes' for drinking in town • Messaging friends for recommendations • Brand or retail website to look at range	e.g: • Review websites • Price comparison on retailer website • Social media page • Article from favorite lifestyle magazine or blogger • Search on-pack or POS info in-store	e.g: • Online retailer • Google map search for retailer location • Purchase ads in social media	e.g: • Social media posts of purchase • Review of product on retail site • Shared instant message link to recommend purchase to friends	

Consider the following:

- The consumption occasion and who they are consuming with.
- When and why do they use a digital device or screen?
- What are their pain points?
- What satisfies them?
- Who/what influences them?
- How can you move your audience along the journey?

Some journeys will be impulse buys but the digital brand awareness should be seeded moments, days, weeks or even months before. Digital opportunities can be associated with non-digital touch points so consider every relevant touch point at each stage and how digital can be connected to them e.g. a URL promotions on POS and on-pack.

MODULE 3. Digital Marketing SWOT

The goal of this exercise is to assess the internal and external drivers and barriers of your success in a digital environment. At the end of this exercise you will have identified a series of Strategic Digital Pillars.

What is a digital marketing SWOT?

Like the audience journey map, the SWOT is essentially another opportunity gathering exercise. Unlike the audience journey map, the SWOT helps to elevate your thinking by assessing internal and external drivers of your success, relative to your category.

It uncovers what you are strongest at, identifies areas to improve, helps you assess what your competitors are doing well and highlights overall gaps that you can leverage to create new digital opportunities for your brand.

It is used to explore all the digital marketing capabilities and touch points that your business is strong or weak at while also exploring the external digital threats affecting your business.

How does it help?

The Digital Marketing SWOT helps you to identify your most important opportunities, then prioritise them into Strategic Digital Pillars that will guide your entire digital marketing strategy and activity.

Where to start?

We have pre-populated the SWOT with a list of questions to get you started, they broadly cover the following areas; 1. brand awareness 2. brand engagement/customer management, 3. conversion/lead generation, 4. selling, 5. reporting and measurement.

It is important to consider these questions through the lens of your target audience's Digital Portrait (module 1) and the Audience Journey Map (module 2) – think about the impact your digital capability has on your target audience.

Complete the SWOT in the following order:

1. Strengths | 2. Weaknesses | 3. Threats | 4. Opportunities

We recommend that you gather people from across your business for a thinking session to help you develop your SWOT. Having different perspectives and experiences will help you identify more insights to fuel your thinking.

Don't forget to consider how your competitors are performing. Check out their social media channels, news articles and website(s) to help you uncover where they are winning.

MODULE 3. Digital Marketing SWOT

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STRENGTHS

- Is your digital customer experience strong? e.g. fast response times, variety of digital options, leading online shopping platform.
- Brand awareness: do you have high volume of reach and engagement on specific channels? Have you measured ad recall on digital platforms?
- Do you have positive sentiment online (reviews, comments, reactions)?
- Is your brand running always-on digital communications?
- Do you segment and target your audience effectively online?
- Do you sell online via your website or Amazon? Are your volumes high?
- Do you have an effective CRM system in place?
- How are your channels performing in reference to industry and competitor benchmarks?
- Is your digital creative a competitive advantage?

THREATS

- Competitors with a strong online presence
- Competitors with innovative digital campaigns and activity
- Competitors utilising eCommerce to sell direct
- Out of category brands dominating your audiences online
- Consider a nightmare competitor – what online business model could eradicate your business?
- Are you at risk of a GDPR breach?

WEAKNESSES

- Do you have limited visibility online?
- Are you forgetting to use your brand purpose to guide your digital communications?
- Do you have poor reporting or measuring capability?
- Are you getting the results you need?
- Are you using social media incorrectly?
- Are you on the right digital channels for your audience?
- Do you have poor data collection, management policies and systems?
- Is your digital creative strong enough?

OPPORTUNITIES

Consider how you can leverage your strengths for opportunities and overcome threats with new thinking. For example:

- Improve online customer service.
- Recruit new audiences using online platforms.
- Penetrate new markets.
- Engage with existing consumers more frequently via new platforms.
- Develop an eCommerce arm directly or via Amazon, Instagram or other 3rd party.
- Conduct and inform better research with online tools.
- Increase awareness across segments.
- Improve how you measure the effectiveness of your digital communications.
- Improve the online experience with your brand.

MODULE 3

Using Your SWOT

Identifying Strategic Digital Marketing Pillars.

So far we have gathered intel on our audiences, developed Digital Portraits, mapped audience journeys and identified our key opportunities. Using this information, it is now time to develop guiding strategic pillars. The rest of your digital marketing strategy development will lean on these strategic pillars so this part of the framework needs careful consideration.

Step One

Develop a comprehensive list of opportunities

Ensure you have exhausted your opportunities by considering the following questions as you populate your SWOT:

1. How can you leverage your strengths to create opportunities?
2. Can you counter weaknesses by considering new opportunities?
3. Can you leverage your strengths to minimise threats?
4. Can you make weaknesses and threats less likely?

Step Two

Develop Strategic Pillars

Now that you have a comprehensive list of opportunities it's time to group them into areas of strategic focus e.g.

- eCommerce excellence
- Customer experience
- Measuring impact
- Reach new audiences
- Develop in-house capability
- Creative excellence
- Platform development/innovation

FAQS

How do I come up with a strategic pillar?

You can use the suggestions above as a starting point. However, the easiest way to develop a pillar is by identifying opportunities with a similar theme. Give that theme an appropriate name that describes it in just a few words.

Can I get help developing my strategic pillars?

Absolutely. Contact your Bord Bia advisor for support in this area.

MODULE 3

Using Your SWOT

Step One

Ensure you have a comprehensive list of opportunities

Consider how you can leverage your strengths for opportunities and overcome threats with new thinking.

- Improve online customer service.
- Recruit new audiences using online platforms.
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- Engage with existing consumers more frequently via new platforms.
- Develop an eCommerce arm directly or via Amazon, Instagram or other 3rd party.
- Conduct and inform better research with online tools.
- Increase awareness across segments.
- Improve how you measure the effectiveness of your digital communications.
- Improve the online experience with your brand.

Now categorise your opportunities
to form 2-4 Strategic Digital Marketing Pillars.

Step Two

e.g. sell direct to consumer
via eCommerce.

e.g. recruit new audiences
online.

e.g. implement a new
marketing automation
software.

e.g. increase awareness
amongst a new audience.

MODULE 4. Digital Strategy on a page (SOAP)

The goal of this exercise is to break down your Strategic Digital Pillars into an actionable one page view.

What is a Digital SOAP?

SOAP stands for 'Strategy on a Page'. It is a one page strategy framework that allows you to see at a glance what needs to be done to meet your objectives.

Rather than a lengthy, complex document outlining your plan, the digital SOAP is a concise view of where you are going.

How does it help?

Due to its succinct style, the digital SOAP helps you clarify and communicate your strategy in an easy to understand manner.

It is useful to print your SOAP and keep it in view so that you ensure you are on course. You can also share it across your business to help ensure everyone is going in the same direction.

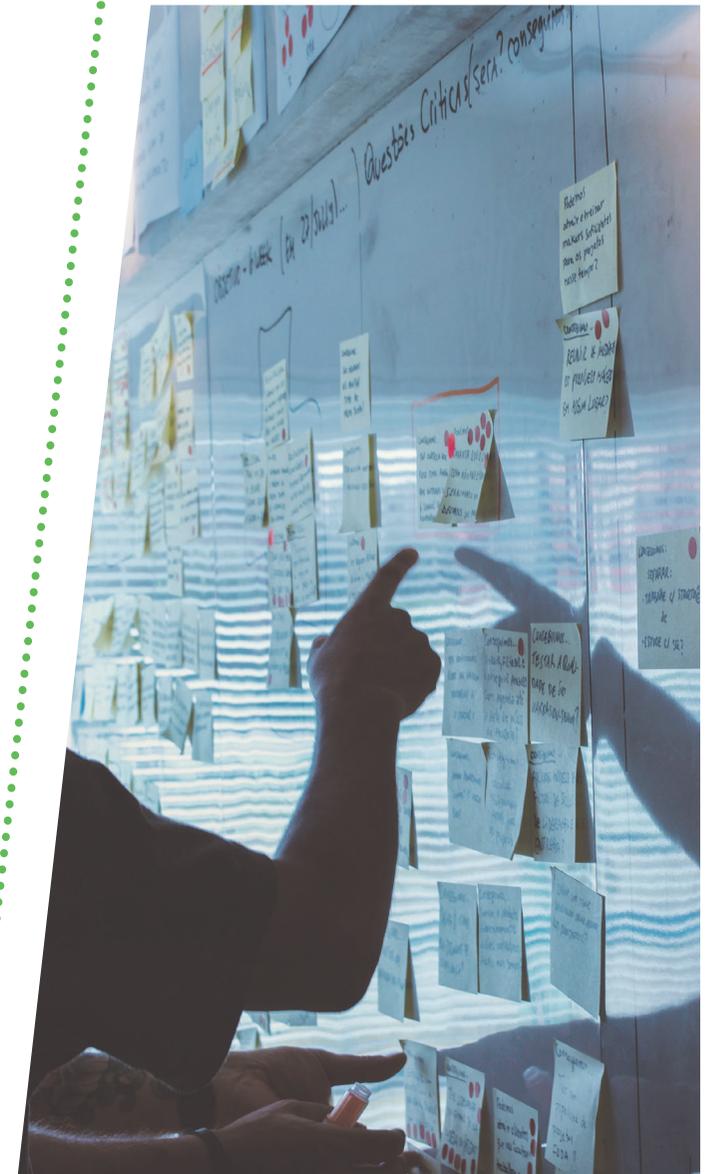
Finally, your digital SOAP is a useful document to have when you brief a supplier responsible for digital activity.

Where to start?

Start by inputting your strategic digital marketing pillars from your SWOT.

Focus on one strategic digital marketing pillar at a time, and follow the process until that pillar is complete.

As you get closer to meeting your objectives, your SOAP document should evolve. Refresh your SOAP frequently by replacing completed activity with new requirements.



MODULE 4

Digital SOAP

DATE:	COMMERCIAL MARKETING OBJECTIVE:
REVIEW DATE	BRAND PURPOSE:

Strategic Digital Marketing Pillars	Input from the pillars you have identified after your Digital Marketing SWOT.	Insert from Module 3 e.g. sell direct to consumer via eCommerce.	Insert from Module 3 e.g. recruit new audiences online.	Insert from Module 3 e.g. implement a new marketing automation software.	Insert from Module 3 e.g. increase awareness amongst a new audience.
Job to be Done	Relative to the Strategic Pillar, define what you need to achieve to deliver change or success in this area.	e.g. Position online purchases as a benefit to the consumer.	e.g. Identify new online audience using online data.	e.g. Identify best cost effective technology for reaching our audience.	e.g. Develop campaign for awareness touchpoints.
Barriers	Outline any barriers that may get in the way of your success now and/or in the future.	e.g. Purchases are made habitually in-store.	e.g. No in-house data analysis capabilities.	e.g. No in-house technical knowledge.	e.g. Knowing what connects with the new audience.
Digital Activity Required	List the digital marketing activities that are required to overcome the barriers and achieve the job to be done. e.g. If your strategic pillar was to sell direct to your consumers via eCommerce, your digital activity list might include: <ul style="list-style-type: none"> • Add eCommerce functionality to brand site • Set up Amazon Store • Add Shopping functionality on Instagram • Update website to multi-lingual • Grow awareness of ecomm offering on social media & PPC. 	e.g. Develop a unique offering for online sales of product or price.	e.g. Appoint an agency to identify your new online audience.	e.g. Review and audit software in the marketplace.	e.g. Audit campaigns and the customer touchpoints at the awareness stage.
KPIs	Outline how you will measure the success of your activity. Think long and short term.	e.g. Increased search terms for unique product offering.	e.g. Digital research and insight detailing your new audience.	e.g. Proposal to business including vendor recommendation and trial plan.	e.g. Gap analysis with proposal for campaign changes and engagement metrics for each touchpoint.

**F
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I need support to identify my commercial marketing objective.

We have a dedicated Commercial Marketing Strategy team to support you in this area. Contact your Bord Bia advisor to discover how we can help.

PAUSE & RECAP

At this stage of the framework you have completed the following essential elements of your digital marketing strategy.

MODULE 1: Audience Understanding

- Digital Portraits for each of your audience segments that help define who they are.

MODULE 2: Audience Journey Maps

- Audience journey maps for each Portrait outlining digital opportunities for you to engage your audience and defy others in your category.

MODULE 3: Digital Marketing SWOT

- A SWOT analysis with a focus on outlining the opportunities to give you a competitive advantage.

MODULE 4: Digital Strategy on a Page

- A condensed one-page action plan that outlines the work you need to do to execute your content pillars.

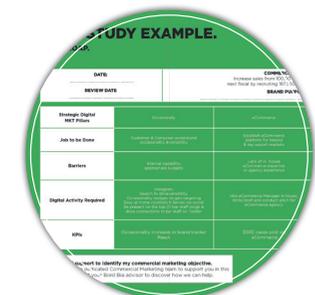
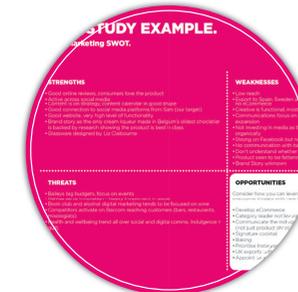
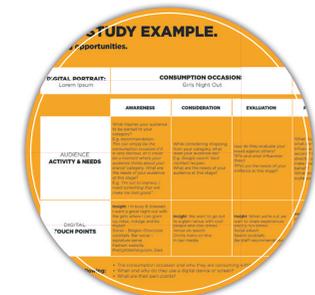
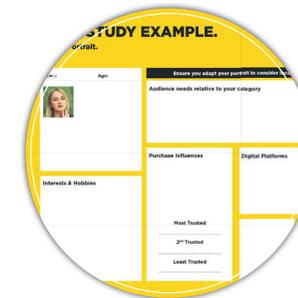
Now that you have a thorough understanding of your audience, and your opportunities, the next two modules help you to develop a content Blueprint to guide your digital communications and a digital campaign Blueprint to help you develop a digital campaign.

MODULE 5: Digital Content Blueprint

In order to complete this module, you will need to revisit the Digital Portrait you created in Module 1 and Strategic Digital Marketing Pillars from the Digital SOAP in Module 4.

MODULE 6: Digital Campaign Blueprint

In order to complete this module, you will need to revisit the audience journey maps you developed in module 2. This is a critical step as your digital campaign will be broken down into the various stages of your audience journey map.



MODULE 5. Digital Content Blueprint

The goal of this exercise is to explore how your brand communicates online by identifying a series of content pillars and topics. This content Blueprint will support you in developing content across all digital channels.

What is a Digital Content Blueprint?

A digital content Blueprint defines what your brand communicates online, helping to ensure you resonate with your audiences, and are consistent, at all times.

A digital content Blueprint connects your brand purpose to the needs of your audience, elevating your content development process from bursts of one off pieces to connected storytelling. This helps you to stop creating random bursts of content and to start developing strategic content that differentiates you from your competition and has a lasting impression on your audience.

How does it help?

The digital content Blueprint encourages you to identify strategic themes for your content, derived from your brand purpose. Each theme you develop will contain a wide list of smaller storytelling topics that help you to ideate content when you need it. Your content Blueprint is a useful tool for anyone in a social media, content production or editorial role within your business.

Where to start?

Before diving in, review your Digital Portraits, audience journey maps and your brand purpose in depth. If you need help to develop your brand purpose, contact your Bord Bia advisor for support in this area.

In light of your audience, strategic pillars and brand purpose, begin to brainstorm themes that you feel:

- Authentically represent what your brand stands for
- Meets the needs of your audience
- Overcome communication barriers you may be experiencing
- Reflect what you are trying to achieve via your strategic pillars.
- Reflect your USPs in product and brand

Examples of content themes include:

Commercial | Sustainability | Innovation | Heritage | Brand Story | Experience

Once you have identified themes, apply a list of micro-topics to each theme to illustrate the breadth of storytelling opportunities you have for your brand.

Finally, stress test each theme to ensure it is relevant to your target audiences by completing the value exchange for your audience. If you cannot prove there is a value exchange for your audience, it may be necessary to revisit your themes again.

MODULE 5

Content Blueprint

COMMERCIAL MARKETING OBJECTIVE:

DIGITAL PORTRAIT	Insert from Portrait (module 1). You can link your audiences to specific content themes if necessary.			
BRAND PURPOSE	The reason your brand exists, in one line.			
CONTENT THEME	Breakdown your brand purpose into several content themes that appeal to your audiences. Themes should be an overall subject.	INNOVATION	PEOPLE	SUSTAINABILITY
CONTENT TOPICS	List all the various topics that make up your content theme. Topics are specific focus areas that fit into a broader theme.	<i>Example</i> <ul style="list-style-type: none"> • Vegan NPDP • Grab and Go • Online Ordering 	<i>Example</i> <ul style="list-style-type: none"> • Creators • Fans • History 	<i>Example</i> <ul style="list-style-type: none"> • Recycling initiatives • Supply chain best practice • Local customer/community initiatives
VALUE EXCHANGE FOR THE TARGET AUDIENCE	Describe how the audience will benefit from seeing or engaging with the content.	<i>Example</i> <ul style="list-style-type: none"> • The audience are positive about products, and a brand, that is meeting their trending needs. • The brand gains audience interest in their new products. 	<i>Example</i> <ul style="list-style-type: none"> • The audience connect with the story behind the brand or product. • The brand or product gains trust. 	<i>Example</i> <ul style="list-style-type: none"> • The audience feels good about purchasing a product or service that helps reduce its impact on the environment. • The brand gains increased purchase preference against competitors.

FAQS

What is brand purpose?

According to WARC, brand purpose is a reason for a brand to exist beyond making profit. It combines the ambitions and beliefs that motivate your organisation and the change that it wants to make in the world. It is one of the most powerful ways to engage consumers and gain brand preference.

I need help to develop my brand purpose.

Consult the Thinking House or your Bord Bia representative to avail of tailor made support from our team of experts.

What is the difference between a content theme and a content topic?

A content theme is a broad overarching subject while a content topic is a specific area of focus. For instance, a theme might be wellness while a topic might be 'gut-health'.

I need help to develop my content themes and content topics.

Contact your Bord Bia representative for 1:1 help.

MODULE 6. Digital Campaign Blueprint

The goal of this exercise is to help you bring your digital strategy to life with a digital campaign. At the end of this module you will have identified what you need to communicate, where, and how to measure the impact of that

What is it?

The digital campaign Blueprint is a useful tool to develop a digital marketing campaign by using your customer journey maps to understand the messaging and channels that will meet your audience needs at each stage of the journey and the associated KPIs. The phases of the digital campaign Blueprint are matched to the phases of the audience journey. Each phase has its own messaging, targeting, channels and KPIs.

How it helps?

Rather than communicating everything at once, the digital campaign Blueprint challenges you to sequence your communications from first interaction all the way to purchase and beyond.

It offers a lot of benefits including:

- More impactful digital communications that align to the needs of your audience(s).
- A clear outline of all of the content you need to produce to make the campaign a success.
- A view of all of the channels you are using throughout the campaign, including the role of each channel.
- Measurement across the lifecycle of the campaign, not simply at the end.
- A concise one page view of your activity.

Where to start?

Review your audience journey maps from module 2 and use them to guide you as you go through the campaign Blueprint. Unless there is a significant opportunity unique to either stage, we recommend combining the second stage 'consider' and third stage 'evaluate', of your audience journey map, in order to deliver the best results with your digital marketing campaign.

You should develop a digital campaign Blueprint for each audience segment you wish to target with your campaigns.

The campaign Blueprint is designed to encourage you to be succinct and single minded so it's best to be precise and brief.

MODULE 6

Four phase Digital Campaign Blueprint

Using information from module 1, 2 and 4, define the need to be met, the message to achieve it, then channels best suited to delivering it and the performance metrics that will define success. Some of the stages may be met on other channels or means (e.g. direct, PR, POS, word of mouth, etc). Try to see how the non-digital touch points can be connected to digital (e.g. branded URL or search term inclusion).

DIGITAL PORTRAIT:		CONSUMPTION OCCASION:	WITH WHO:	
.....		
	AWARENESS	CONSIDER & EVALUATE	PURCHASE	ENJOY / ADVOCATE
AUDIENCE NEED	Describe the main need that your audience is looking for to solve at this stage e.g. give me content to inspire me.	Describe the information your audience is looking for that will help them define what makes your product better than others e.g. quality or price information.	Describe the customer experience required in digital to make/convince a customer to purchase e.g. one click purchase or exclusive online price.	Describe what outcome the customer sees as a good purchase and how they would want to talk about or express that success/joy e.g. product rating on retail site.
PRIMARY MESSAGE	Describe the CTA you think best allows the audience to connect with the Audience Need identified in the Digital Portrait.	Describe the message or CTA you think best positions information as credible and worth considering.	Describe the CTA you think best elicits a purchase immediately.	Describe the message or CTA that meets the need and makes the consumer feel good about their purchase and isn't just pure brand amplification.
CHANNELS	List the channels you feel best deliver your message in the right context of the audience journey e.g. social media ads and content posts.	List the channels you feel best deliver your message in the right context of the audience journey e.g. influencer blogs and website product pages.	List the channels you feel best deliver your message in the right context of the audience journey e.g. ecom retail listing.	List the channels you feel best deliver your message in the right context of the audience journey e.g. social media ads, email or text.
KPIs	List the appropriate measurements that will reflect the digital tech or media performance as an indicator of success e.g. CTR, CPC.	List the appropriate measurements that will reflect the digital tech or media performance as an indicator of success e.g. unique views, dwell time, CTR, CPA.	List the appropriate measurements that will reflect the digital tech or media performance as an indicator of success e.g. unique views, sales.	List the appropriate measurements that will reflect the digital tech or media performance as an indicator of success e.g. CTR, CPC, open rates, unique link clicks.

FINAL RECAP

Congratulations! You have now completed all the essential elements of your digital marketing strategy.

MODULE 1: Audience Understanding

- Digital Portraits for each of your audience segments that help define who they are.

MODULE 2: Audience Journey Maps

- Audience journey maps for each Portrait outlining digital opportunities for you to engage your audience and defy others in your category.

MODULE 3: Digital Marketing SWOT

- A SWOT analysis with a focus on outlining the opportunities to give you competitive advantage.

MODULE 4: Digital Strategy on a Page

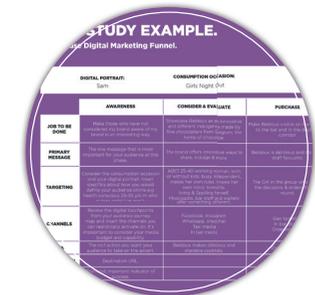
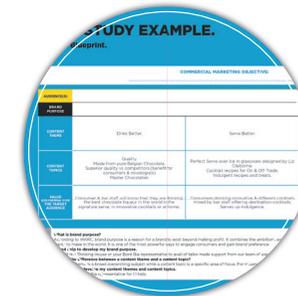
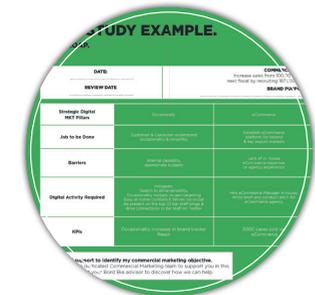
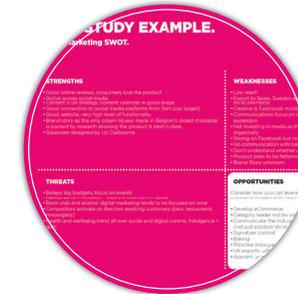
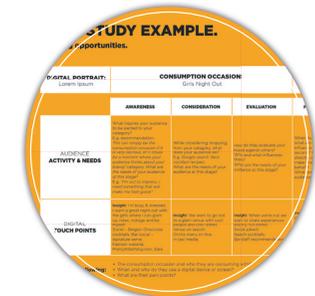
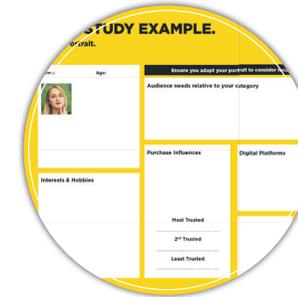
- A condensed one-page action plan that outlines the work you need to do to execute your content pillars.

MODULE 5: Digital Content Blueprint

- A Blueprint of your content that defines what your brand communicates online.

MODULE 6: Digital Campaign Blueprint

- A Blueprint of your campaign that maps messaging, targeting, and channels across your customer journey.



Thank you

For more assistance with this framework, please contact:
adam.baker@bordbia.ie or **nicola.martin@bordbia.ie**

Think Digital also incorporates active learning workshops and deep dive digital marketing webinars. See bordbia.ie for more details.

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