Digital marketing

#infographics to inspire your marketing and help planning

v2 Published: May 2012

Content Matrix added
About the Smart Insights marketing planning infographics

We think useful infographics are a great way to share knowledge, whether they summarise trends from statistics or approaches to marketing.

We’ve developed our infographics to help marketers tackle digital marketing in a more structured way. We know that many companies don’t have a planned approach to making the most of digital marketing. This will often mean that the potential for using digital media isn’t achieved, not to mention problems of duplication and wasted investment.

Our infographics are intended to help you map, plan and manage your approach while explaining some of the core approaches that make digital marketing successful.

Tell-us-what you think!

We’re always keen to get feedback on our ideas and recommendations. So do contact us or email us support@smartinsights.com with your ideas on improvements or ideas for other content.

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About our 7 Steps digital marketing guides

How will the guides help me?
We’ve created our 7 Step Guides for Expert members to be your constant companion as you learn, review and improve your approach to digital marketing. We know you’re busy and under pressure to get results, so they’re written to help you do just that. They take you through the questions you should be asking to improve performance and suggesting the right approaches for you.

Our Ebooks are all created to help you:

- **Improve results.** A focus on getting the best results from your digital marketing.
- **Review your current approach.** A unique workbook format helps identify priorities.
- **Apply analytics.** Integrated advice on using Google Analytics to improve performance.
- **Learn best practice.** Strategy recommendations and practical tips highlighted throughout.

Who are the guides written for?
Our Ebooks are designed to help you and your team if you are actively managing digital marketing. They are also packed full of practical advice if you’re working hands-on on a company website or campaigns like search, email or social media marketing. This is how our guides are designed to help different types of people map, plan and manage their digital marketing:

- **Company owners and marketing managers.** We help you create or refine plans so you can invest in the approaches that matter. We help you set goals and put in place a system to measure and improve since all our guides cover how to get more from Google Analytics.
- **Digital marketing and Ecommerce managers.** We help you drive efficiencies from each of the key digital marketing channels plus your web and social presences through reviewing your approach using our comprehensive workbook templates.
- **Digital marketing specialists.** Whether you work on social media marketing, SEO, PPC, email marketing or conversion rate optimisation for the website we have a guide to quickly help you review and improve your approach.
- **Consultants and agencies.** Many consultants and agencies use our guides to check and refine their approach and recommendations to clients on digital marketing. They’re also used to help educate team members on the latest digital marketing best practice and techniques.

Guide features
All our guides include these features to help you improve:

- Checklists of questions to ask to review your marketing approach
- Guidance on using Google Analytics to improve performance
- Colour-coded definitions, key strategy recommendations and best practice tips
- Diagrams giving frameworks to develop your strategy
- Lots of examples of best practice through mini case studies and screen captures

Tell us what you think
Dave Chaffey and team have developed these guides based on working with many types of companies and in training. But improvements are always possible, so we’d be grateful if you could email: support@smartinsights.com with your comments, good or bad. In particular, we’re interested in ideas on improving these guides or for other guides you would find useful. Thanks!
Marketing Growth Wheel

What is it? Marketing Growth Wheel
A template summarising a structured approach for digital marketing campaign planning.
View introductory post: The Marketing Growth Wheel Infographic

Recommended Guides?
Our 7 Step guide to creating a digital marketing strategy explains each of the 5 processes. Our digital marketing template and spreadsheets (free to Basic members) give templates for creating a plan.
There’s no magic bullet for guaranteed commercial or marketing results, this infographic is designed to help you consider your own process for successful marketing. Tweet your ideas and feedback to us @smartinsights or visit www.smartinsights.com, we'd love to hear your thoughts.
The RACE digital marketing planning framework

**What is it?** RACE digital marketing planning framework

This was one of our first infographics, it summarises the main stages and digital marketing activities that need to be managed across the whole of digital marketing.

View introduction post: RACE - a practical framework to improve your digital marketing

**Recommended Guides?**

The RACE framework is used to structure our [7 Step guide to creating a digital marketing strategy](#). We also have an [interactive version](#) shown below that is available on our site where it links to free quick guides on all these topics containing links and stats.

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![Digital Marketing Planning Infographics](https://via.placeholder.com/150)

© Smart Insights (Marketing Intelligence) Limited. Please go to www.smartinsights.com to feedback or access our other other guides.
## RACE Digital marketing strategy framework

### Reach
- **Marketplace analysis:** How well are we using digital media now?
  - Audience and customer analysis
  - Competitor benchmarking
  - Online partner analysis
  - SWOT: own digital marketing review

### Objective setting: Which goals and KPIs should we use?
- **Vision and mission setting**
- **Goal setting and evaluation**
- **Google Analytics**
- **Managing digital marketing**

### Strategy: How can we achieve our goals?
- **Segmentation and targeting**
- **Brand positioning and value proposition**
- **Engagement and content strategy**
- **Integrated multichannel communications strategy**

### Tactics: Which digital marketing activities do we optimise?

#### REACH
- **Acquisition strategy to build awareness off-site and in offline media to drive to web presences**
  - Search Engine Optimisation (SEO)
  - Pay Per Click
  - Affiliate and partner marketing
  - Online advertising
  - Online PR
  - Social media marketing

#### ACT & CONVERT
- **Conversion strategy to achieve marketing goals of leads & sales on web presences and offline**
  - Home & site-wide page effectiveness
  - Landing page design effectiveness
  - Search and browse page efficiencies
  - Category and product page efficiencies
  - Basket and checkout efficiency
  - Social commerce

#### ENGAGE
- **Retention and growth strategy to build customer and fan relationships to encourage repeat visits and sales.**
  - Content marketing
  - Enewsletters and promotional emails
  - E-contact strategy
  - Customer service & support
  - Mobile marketing
  - Social CRM

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[Smart Insights logo]
RACE content marketing model

What is it? PRACE content marketing model

This funnel shows how content marketing combined with social media marketing can be applied across different stages of purchase decision making to help achieve your goals.

View introduction post: RACE content marketing model

Recommended Guides?

Our in-depth 7 Steps to content marketing strategy explains how to maximise effectiveness of contact across RACE while our 7 Steps to social media marketing strategy covers how to seed and syndicate content to influencers.
INBOUND MARKETING FUNNEL

1. PLAN
   BRANDED CONTENT

2. REACH
   Search engines, social networks, publishers and blogs

3. ACT
   Your website, blog, community and interactive tools

4. CONVERT
   E-commerce process, product, price and promotion

5. ENGAGE
   Customer Advocacy

BUYER STAGE: EXPLORATION
Publish and promote your content, allow sharing to other outposts, networks and syndicate. Draw people to your content hub...

Key Measures:
- Fans / Followers
- Visitors
- Inbound Links

BUYER STAGE: DECISION MAKING
Be worth finding - your content hub needs to be relevant, inspirational, useful, problem solving and earn you permission to sell in the future...

Key Measures:
- Time on site
- Shares / comments / likes
- Leads / Lead conversion

BUYER STAGE: PURCHASE
Capitilise on marketing investment, develop re-marketing and email automation to ensure relevance at buyer stage and drive repeat sales...

Key Measures:
- Orders
- Revenue
- Average Order Value

BUYER STAGE: ADVOCACY
Thrilled customers are key to social media marketing, social proof, repeat sales and referral. Start your marketing here!

Key Measures:
- Repeat Purchase (Lifetime Value)
- Referral

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The content marketing hub for inbound marketing

What is it? Content marketing hub

A blueprint for content or inbound marketing, this shows how content, social and search marketing can be integrated through the creation of a content hub such as a blog or online customer magazine with a planned editorial calendar and resourcing.

View introduction post: A blueprint for content marketing

Recommended Guides?

Our in-depth 7 Steps to content marketing strategy explains how to maximise effectiveness of contact across RACE, while our 7 Steps to social media marketing strategy covers how to seed and syndicate content to influencers.
This infographic is designed to highlight the workflow when planning your inbound marketing programme. It's also useful at highlighting the potential for building your reach or digital footprint via multiple web properties, on and off of your content hub. Tell us what you think and feedback ideas @smartinsights #inboundmarketing and www.smartinsights.com
Content marketing matrix

What is it? Content marketing matrix

This is a practical tool to help companies and agencies brainstorm the options for content formats to be shared as part of campaigns through social media. These forms of content will also be effective for online PR and SEO too, so involve everyone who is relevant!

View introduction post: The content marketing matrix
The Content Marketing Matrix

What are your marketing goals for content?

To help review your content marketing options for your B2C, B2B or not-for-profit organisation, and map content formats against customer purchase intent and decision style.

Use the four quadrants Entertain, Inspire, Educate and Convince as a starting point to spark your own ideas.

Let us know what you think @smartinsights and www.smartinsights.com

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FIRST 10
&

Smart Insights
Social media marketing radar

What is it? Social media marketing radar
You need to prioritise to get the most from different forms of social media presence. The Radar is used to help discuss where your priorities for resourcing lie.

View introduction post: Social media marketing radar

Recommended Guides?
Our in-depth 7 Steps to content marketing strategy explains how to maximise effectiveness of contact across RACE while our 7 Steps to social media marketing strategy covers how to seed and syndicate content to influencers.
SOCIAL MEDIA MARKETING RADAR

With the growth of niche social media outposts, networks, blogs, platforms and ‘vertical’ or specialist communities, there's a potential for a more considered and targeted approach to marketing your brand in the social space. Our radar is designed to aid in that thinking, and help you to brief internal and external teams on those decisions. Let us know your thoughts @smartinsights or www.smartinsights.com.