

Digital Marketing management

Definition:

Digital marketing management refers to the process of overseeing a company's online marketing efforts. Competing for people's attention in this digital age is no easy task.

4Ps of digital marketing:

1. Process: The digital marketing process starts with planning and ends with reviewing the marketing project or campaign. The process is a series of steps that allow digital marketers to:

- Identify customer needs
- Define value proposition
- Analyze market opportunities
- Outline marketing objectives and business goals
- Create marketing campaigns to reach their target audience

2. People: To create engaging digital marketing plans, it is necessary to define the customer persona and to stay open to understanding the people who buy the product or service.

People also includes the internal marketing team and other stakeholders.

3. Platforms: Different digital marketing platforms attract different types of people. For example, you can find the Gen Z market mostly on TikTok, Instagram, and YouTube, while baby boomers¹ tend to prefer Facebook and LinkedIn. To develop an effective digital marketing strategy plan, we consider the digital platforms to invest in and build our audience.

Internal platforms like your company's project management software or marketing automation tools are also essential in creating effective digital marketing plans.

4. Performance: Gathering and analyzing the performance of a digital marketing plan and activities is crucial for long-term success. Create a schedule and system for reviewing past campaigns with our team to gain data-driven insights about our efforts. Also, we have to ensure our digital marketing plan and performance metrics are aligned and relevant to the organizational goals.

¹ Génération baby-boomer (naissance entre 1946 et 1964)

Génération X (naissance entre 1965 et 1979)

Génération Y (naissance entre 1980 et 1994)

Génération Z (naissance entre 1995 et 2009)

Génération Alpha (naissance entre 2010 et 2024)

- KPI stands for key performance indicators, also known as performance metrics. Digital marketers use digital marketing KPIs to measure the success of a particular strategy, campaign, or marketing channel.

The digital marketing performance metrics we choose should depend on our business and marketing goals. We may choose one or two primary KPIs to support our main goal and a handful of relevant secondary KPIs to support additional objectives.

The marketing tools for businesses:

Depending on the industry and marketing strategy, we may need more digital marketing software to achieve the marketing goals.

The list below contains digital marketing tools to make work more organized and efficient:

-Marketing automation: Software which automates workflows, connects work and marketing applications, and reduces time spent on repetitive, mindless tasks. (ex: Zapier)

-Analytics and research: It learns about the audience and how they interact with the website and content. Also, it helps find keywords the customers search for to maximize the content strategy and online ad campaigns. (ex: Google keyword planner)

-Communication: Zoom is great for video conferencing calls and team meetings. Alternates are Microsoft Teams, Google Meet, and Skype. They are great alternative, especially when working with freelancers, agencies, and other people who may not work in the same office.

-Project management: When it comes to running successful marketing projects and creating systems out of day-to-day marketing operations, the project management tool chosen is crucial. (ex: Google workspace).

-Content marketing: Content marketing has many channels, including blog and sales pages, email marketing, webinars, and podcasts.

-Graphic design: Design is an essential factor in digital marketing. Your brand assets must be attractive and consistent. Digital marketing tools that help create engaging images include: Canva, Adobe.

-Social media: Twitter, Facebook, Instagram, LinkedIn, TikTok, Facebook Messenger, WhatsApp, YouTube, Pinterest, Snapchat, Telegram.

Skills of a digital marketing project manager:

1. Communication
2. Leadership
3. Manage project scope
4. Risk management
5. Financial planning and project budget management
6. Collaborative leadership skills
7. Technical
8. Assign and schedule project tasks
9. Attention to detail
10. Managing teams
11. Problem solving
12. Project management
13. Project planning
14. Time management
15. Adaptability
16. Assessing and evaluating project success
17. Assigning tasks and deadlines
18. Assuring the quality of all deliverables
19. Business acumen
20. Content management systems knowledge

References:

<https://www.wrike.com/digital-marketing-guide/faq/what-is-digital-marketing-management/>

Consulted 20/02/2025