



King Saud University
College of Business Administration
Marketing Department

Electronic Marketing Plan
MKT 403
Team Project

Project Name: _____

Team Members

Name	Student ID #	Student List #
Team Leader:		

Instructor: Luna AlYafi

Date: _____



E-marketing plan

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Add your business name here with the website address and the social media links:

Executive Summary

Provide a short introduction outlining the following:

- Brief summary of the immediate environment
- The key issues that have emerged
- Key objectives of your online marketing plan
- Overview of strategies and tactics to be used
- Projected outcomes and 'return on investment'

This summary should be very top level and no longer than a page in length.

Objectives and Strategy

- Company Vision & Mission
- The objectives for your plan need to be SMART (Specific, Measurable, Attainable, Relevant and Timely). When defining these objectives think about the following:
 - What the ‘Return on investment’ will be? This may include increased customer spend, greater brand awareness, an increase in visits and online registrations, etc. How you quantify and measure the success of your plan will depend on your business and marketing objectives. This will differ from business to business.
 - Define objectives for each part of the customer journey - Awareness, Acquisition and Conversion. Your plan needs to look at the whole customer journey.

Make sure that your objectives reflect exactly what you will be measured on (KPI’s).

Once your objectives have been defined, you need to provide a top level summary of your Strategy – outlining how you are going to use digital marketing to meet them. The strategy should summarise the ‘bigger picture’ without yet going into the detail. It should explain the concept behind the tactics, providing a general overview of the techniques to be used.

Add notes here....

Note: Don’t forget to discuss:

1. Whether your business will expand globally or not, and why? (**Ch. 4**)
2. Ethical and legal issues you may face in your business. (**Ch. 5**)

Situation Analysis

The situation analysis needs to set the context for the plan. It should include an analysis of the micro (internal) and macro (external) environment. Address each of the following:

- Digital specific SWOT analysis (Strengths, Weaknesses, Opportunities, Threats)
- A summary of the 4 C's (focussed on digital):
 - Customer (characteristics, behaviours, needs, wants)
 - Company (benchmark your current online proposition)
 - Competitors (benchmark your competitors performance)
 - Change (Political, Economic, Social and Technological factors)
- Summary of the key issues that have emerged.

Where possible use qualitative and quantitative data to support your analysis.

Use images, charts and graphs to illustrate your findings.

SWOT

- Strengths
- Weaknesses
- Opportunity
- Threats

4 C's

- Customer
- Company
- Competitors
- Change



E-Marketing Mix

1. Offer (Product)
2. Value (Price)
3. Distribution (Place)
4. Communication (Promotion)
5. CRM (Customer Relation Management)

Social Media

After reading chapters 12, 13 & 14, apply what you read in these chapters, compare between two social media services (e.g. Facebook, Twitter...) and provide:

1. A brief summary of the services of each social media.
2. The capabilities of each social media in order to enhance marketing campaign by comparing between them (pros & cons).
3. Which service you may choose for your enterprise/institution, if you have the choice and why?



Appendices