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Overview of the E-Market Planning Process

How can IT assist marketers to building revenue lowering cost?

How can firms identify a sustainable competitive internet with changing landscape?

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Overview of the E-Market Planning Process

The answer lies in determining how fir and information technologies both effec

Best firms have clear visions that they t marketing process, from e-business ob into e-marketing goals & well- executed for achieving those goals.

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Overview of the E-Market Planning Process

This marketing process entails three steps

Marketing plan creation

Plan implementation

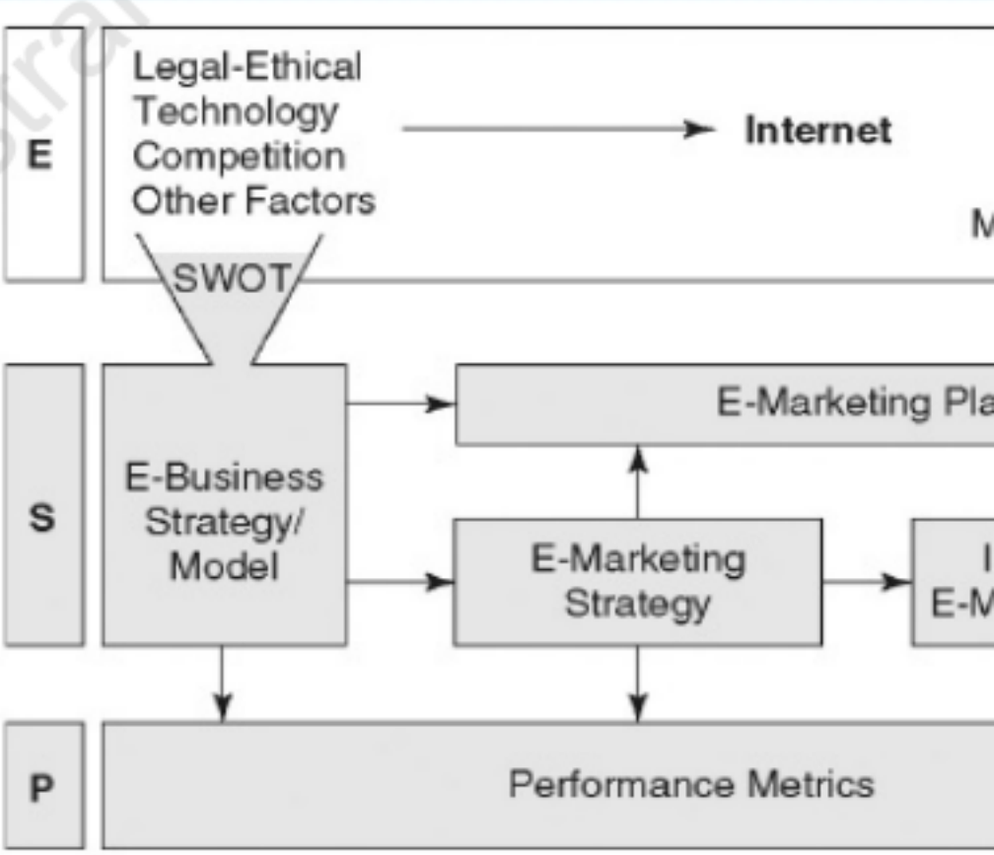
Plan evaluation/corrective action

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Ex 3.1



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E-Marketi

Planning Process

3-54

- The e-marketing plan is a blueprint for strategy formulation and implementatio
- The plan serves as a road map to guid allocate resources, and make decisions.

It is a guiding, dynamic document that links strategies (models) with technology-driven & lays out details for plan implementatio management.

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Two Common Types of P

- Napkin plan
  - Entrepreneurs may jot down ideas or
  - Large companies might create a just-based, bottom-up plan.
- The Venture Capital E-Marketing P comprehensive plan for entreprene up capital.

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Sources of Funding

- Bank loans
- Private funds
- Angel investors
- Venture capitalists (VCs)

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Seven-Step E-Marketing

1. Situation analysis
2. E-Marketing strategic planning
3. Objectives
4. E-Marketing strategy
5. Implementation plan
6. Budget
7. Evaluation plan

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SWOT Analysis Leading to E-Marketing Objective

3-11

Opportunities	Threats
1. Hispanic markets growing and untapped in our industry. 2. Save postage costs through e-mail marketing.	1. Pending security la software upgrades. 2. Competitor X is ag e-commerce.
Strengths	**Weaknesses**
1. Strong customer service department. 2. Excellent Web site and database system.	1. Low-tech corporat 2. Seasonal business: months.
E-Marketing Objective: $500,000 in revenues from e-commerce i	

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Step 2: E-Marketing Strategic

3-61

- Market and product strategies, called T
  strategies, are outcomes of strategic pla
  - Segmentation
  - Targeting
  - Differentiation
  - Positioning
- Marketers conduct analysis to determine
  - Market opportunity analysis
  - Demand analysis
  - Segment analysis
  - Supply analysis

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Step 3: Objectives

- An objective in an e-marketing p
  include the following aspects:
  - Task (what is to be accomplished)
  - Measurable quantity (how much)
  - Time frame (by when)

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Step 3: Objectives, cont.

- Most e-marketing plans aim to acc
  such as the following:
  - Increase market share
  - Increase the number of comments on
  - Increase sales revenue
  - Reduce costs
  - Achieve branding goals
  - Increase database size
  - Achieve customer relationship manag
  - Improve supply chain management

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Step 4: E-Marketing Stra

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- Tier 2 strategies include strategies
  P's and relationship management to
  objectives.
  - Product strategies
  - Pricing strategies
    - Dynamic pricing
    - Online bidding

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Step 4: E-Marketing Strate

3-65

- Distribution strategies
  - Direct marketing
  - Agent e-business models
- Marketing communication strategies
- Relationship management strategies
  - Some firms use CRM (customer relation
    PRM (partner relationship managemen
    integrate customer communication and
    into a database.

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Steps 2, 3, and 4 of the E-Marketing Plan



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Step 5: Implementation P

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- Tactics are used to achieve plan ob
  - Marketing mix (4 Ps) tactics
  - Relationship management tactics
  - Marketing organization tactics
    - Staff
    - Department structure
  - Information-gathering tactics
    - Web site log analysis
    - Business intelligence and secondary res

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Step 6: Budget

- The plan must identify the expecte marketing investments, including:
  - Cost/benefit analysis
  - ROI calculation
  - Internal rate of return (IRR) calculati
  - Return on marketing investment (ROM

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Step 7: Evaluation Plan

- Marketing plan success depends on evaluation.
  - E-marketers must have tracking syste measure results.
  - Various metrics relate to specific plan
- Today's firms are ROI driven.
  - E-marketers must show how intangible higher revenue.
  - Accurate and timely metrics can help expenditures.

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