

DIGITAL STRATEGY

A photograph of three chess pieces on a wooden checkered board. In the center is a dark brown pawn. To its left is a light-colored king, and to its right is a light-colored queen. The background is a dark, out-of-focus gradient.

Giorgos Yfantis
Marketing & Strategy Manager

DIGITAL MARKETING STRATEGY



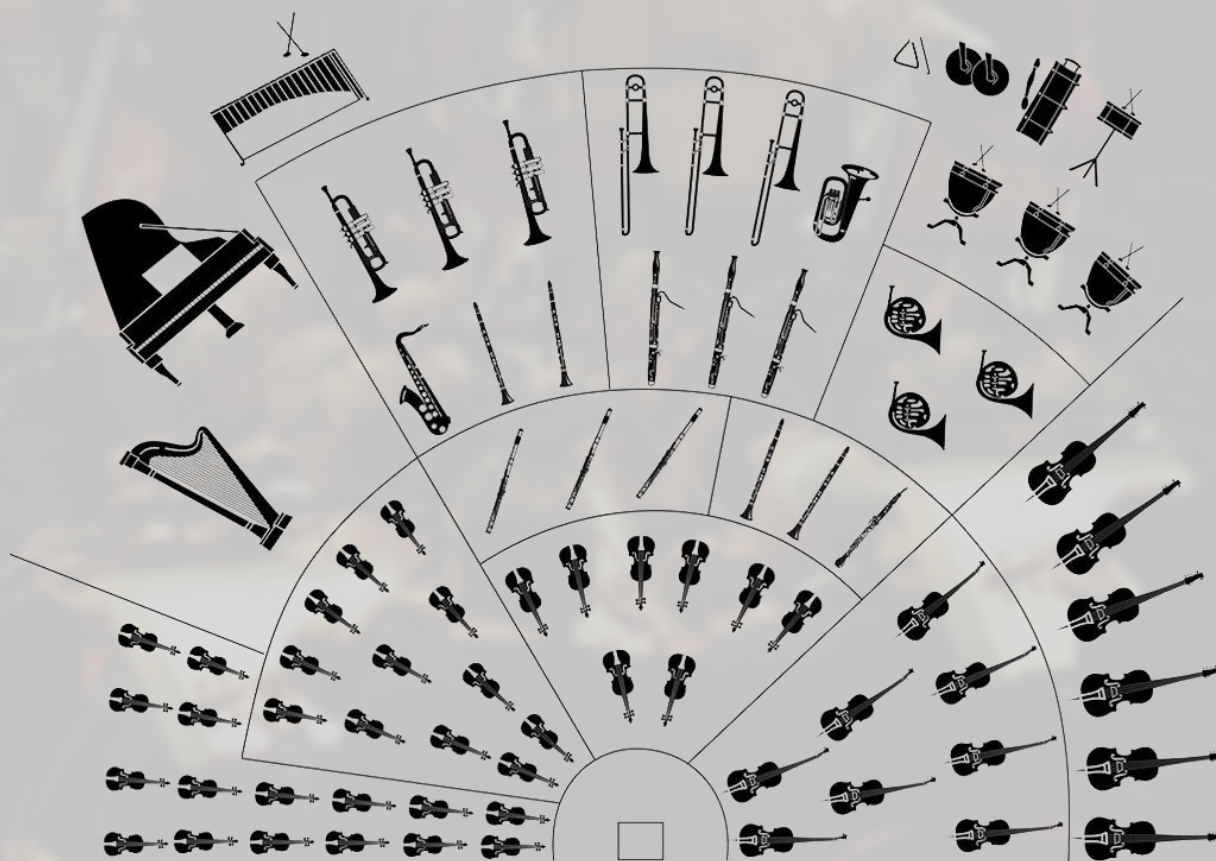
How I explained my job as
Digital Strategist to my mum

Giorgos Yfantis

DIGITAL MARKETING & STRATEGY MANAGER

DIGITAL MARKETING STRATEGY

IMAGINE DIGITAL MARKETING AS A SYMPHONIC ORCHESTRA



DIGITAL MARKETING STRATEGY

EACH **MUSICIAN** REPRESENT A SPECIFIC **DIGITAL MARKETING ROLE**



CAMPAIGN MANAGER

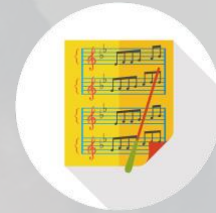


PERFORMANCE MANAGER

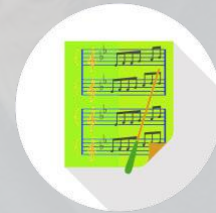


SOCIAL MEDIA MANAGER

EACH HAS UNIQUE **MUSIC SHEETS** WHICH ARE SPECIFIC **RESPONSIBILITIES**



CTR, PPC, BUDGET,
ENGAGEMENT



TRACKING CAMPAIGNS,
ANALYZE PERFORMANCE,
REPORTING



BRAND AWARENESS,
CONTENT MANAGEMENT,
CONVERSIONS

DIGITAL MARKETING STRATEGY

DON'T FORGET:

LIKE SYMPHONIC ORCHESTRA AIMS PRODUCTION OF HARMONIC MELODY
DIGITAL MARKETING AIMS INCREASE OF ROI THROUGH SPECIFIC KPIs



DIGITAL MARKETING STRATEGY

DIGITAL STRATEGISTS ARE LIKE CONDUCTORS



COLLECT & ANALYZE DATA FROM DIGITAL MARKETERS

PLAN & MONITOR THE DIGITAL STRATEGY

PROVIDE DIRECTIONS TO DIGITAL MARKETERS

SET ADDITIONAL OR NEW KPIs

ENSURE THE INCREASE OF ROI

HELP IN COORDINATION OF DIGITAL MARKETING DEPTS.

DIGITAL MARKETING STRATEGY

WHAT A DIGITAL STRATEGIST **DO** :



1

DEFINE ROADMAPS :

All individual tactics like Websites, Social Media, Content, etc.

2

SUPPORT MARKETING DEPARTMENT :

Researches, Analyze, Tracking & Monitoring, Suggestions.

3

DE-CONSTRUCT COMPETITION :

Analyze competitive best practices in digital marketing and create benchmarks.

4

IDENTIFY NEW OPPORTUNITIES :

Adjusting new KPIs, Digital technology to enhance clients' overall marketing mix: product, price, place or promotion.

DIGITAL MARKETING STRATEGY

WHAT A DIGITAL STRATEGIST **DOESN'T DO** :



1 SOCIAL MEDIA MARKETING

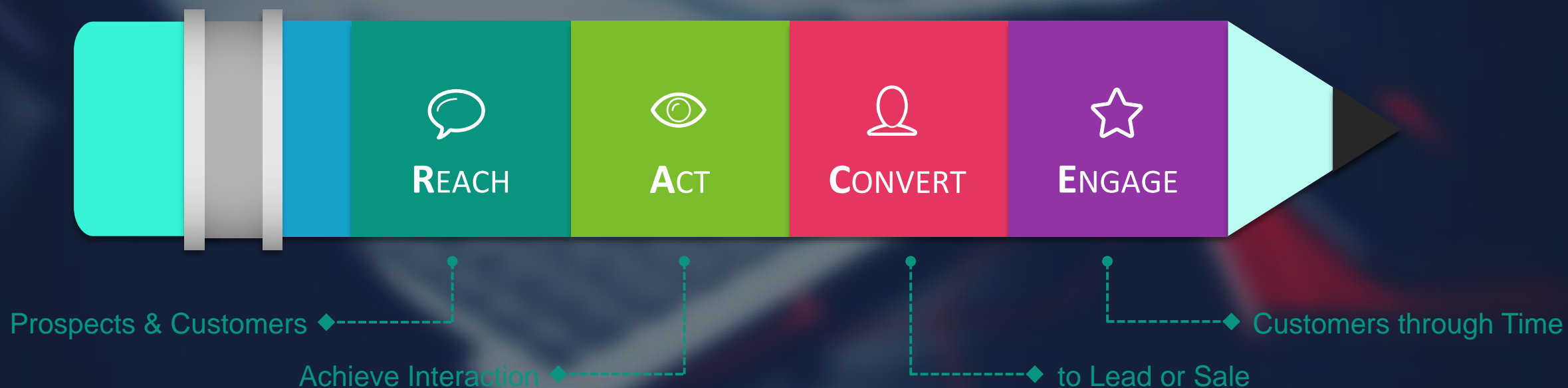
2 CAMPAIGN MANAGEMENT

3 PERFORMANCE MANAGEMENT

4 A/B TESTING

DIGITAL MARKETING STRATEGY

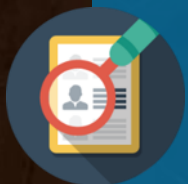
RACE PLANNING FRAMEWORK



DIGITAL MARKETING STRATEGY

MARKETPLACE ANALYSIS

HOW TO PREPARE THE DIGITAL STRATEGY PLANNING



- 1 Audience and Customer Analysis
- 2 Competitor Benchmarking
- 3 Online Partner Analysis
- 4 SWOT: Own Digital Marketing Review

**PREPARE
THE GROUND**

DIGITAL MARKETING STRATEGY

STRATEGY ANALYSIS

HOW CAN WE ACHIEVE OUR GOALS (KPIs - ROI)



- 1 Segmentation and Targeting
- 2 Brand Positioning and Value Proposition
- 3 Engagement and Content Strategy
- 4 Integrated Communication Strategy

**PLAN A
STRATEGY**

DIGITAL MARKETING STRATEGY

TACTICS: WHICH DIGITAL MARKETING ACTIVITIES DO WE OPTIMIZE

REACH

Acquisition strategy to build off-site awareness and in offline media to drive web presences

- 1 Search Engine Optimization
- 2 Pay Per Click (PPC)
- 3 Affiliate and Partner marketing
- 4 Online Advertising
- 5 Online PR
- 6 Social Media Marketing



#1

DIGITAL MARKETING STRATEGY

TACTICS: WHICH DIGITAL MARKETING ACTIVITIES DO WE OPTIMIZE

ACT & CONVERT

Persuade visitors to interact and Convert through connecting them with relevant content & offers

- 1 Conversion Rate Optimization
- 2 Ecommerce Management
- 3 Lead Generation Techniques
- 4 Home Page Optimization
- 5 Landing Page Optimization
- 6 A/B and Multivariate Testing

#2

DIGITAL MARKETING STRATEGY

TACTICS: WHICH DIGITAL MARKETING ACTIVITIES DO WE OPTIMIZE

ENGAGE

Retention and growth strategy to build customer relationships to encourage repeat visits and sales

- 1 Content Marketing Strategy
- 2 E-newsletters and Promotional Emails
- 3 E-contact Strategy
- 4 Customer Service and Support
- 5 Mobile Marketing
- 6 Social CRM

#3

DIGITAL MARKETING STRATEGY

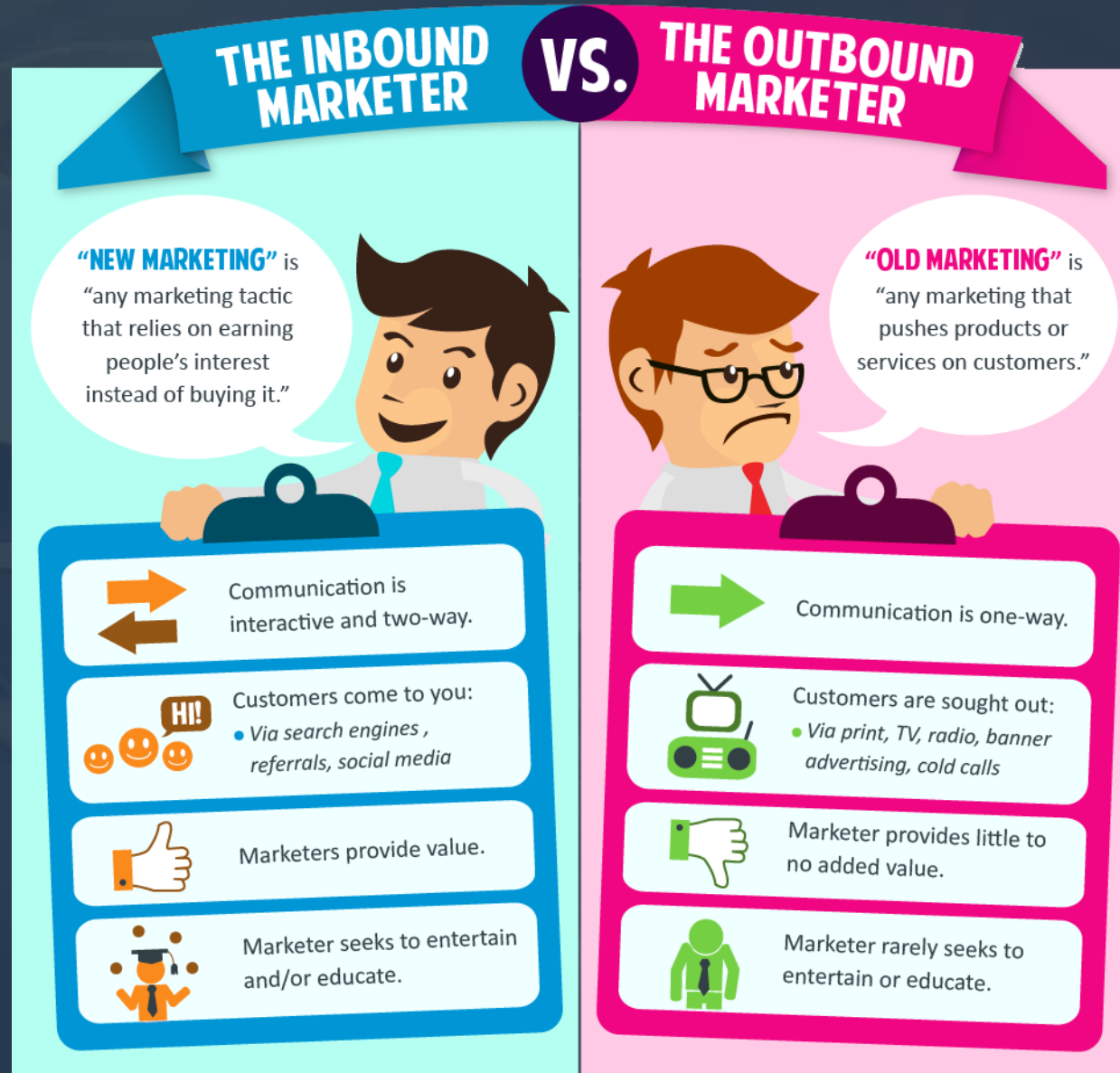
INBOUND MARKETING
- PERMISSION -

VS

OUTBOUND MARKETING
- INTERRUPTION -



DIGITAL MARKETING STRATEGY



DIGITAL MARKETING STRATEGY

WHERE DIGITAL STRATEGY STANDS



DIGITAL MARKETING STRATEGY

REQUIREMENTS

A DIGITAL STRATEGIST MUST HAVE :

- 1 High Attitude
- 2 Deep Experience
- 3 Day-to-Day Strategy Education (continuous)
- 4 Numerous of Real Case Studies
- 5 Out of the Box — Strategic Thinking



DIGITAL MARKETING STRATEGY

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