

# A case study on practical approaches to adopting digital marketing strategy

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## ABSTRACT

This report describes the digital marketing strategy of SM editors (Company), which is an upcoming online enterprise offering manuscript/document editing and proofreading service to a wider global audience but specifically to non-native and/or non-English speakers. The Company being an online enterprise has decided to use digital marketing approach to enhance its business and in the process build an international reputation and brand. The initial phase of this digital marketing approach involves developing a company webpage which provides precise details of the company's vision which is to offer editing service aimed at changing the format of scientific publications to crisp, comprehensive and clear. In addition to this vision statement the website will provide details of the services offered and an email based access to these services. Mixed marketing campaigns are planned to increase the online presence of the company and to drive its website traffic which will enhance manuscript submission and hence the business. A SWOT analysis is performed to identify the current level of business and to take necessary actions to improve upon it. Based on this analysis it was identified that the targeted potential client's online presence and the use of proposed e-tools such as LinkedIn and Twitter will help the company to efficiently reach, connect and engage (posting quality content and interactions) with potential clients. Additionally Email marketing is identified as an essential and personalized approach for business development and to maintain long-term client relations. Approaches to knowing the targeted clients personas, the digital marketing strategy to drive traffic to the website is outlined. The plan also overviews setting up digital marketing campaign plan with steps such as goal, e-tools, strategy for selected e-tools and approaches to implementation. The success and cost effectiveness of the digital marketing campaign will be measured through analytics tool in addition to analyzing results for client satisfaction on a progressive basis.

**Key words:** Digital marketing, scientific language editors, internet, online marketing, Web based marketing, Language editors, Editing.

## BACKGROUND

SM editors (Company) are an upcoming online enterprise which offers manuscript/document editing and proofreading service for scientific/technical language and grammar to meet the journal standards with high quality. The company has established a dynamic team of researchers (scientific editors) worldwide, who have extensive editing experience across a wide range of subjects.<sup>1-7</sup> The scientific editors work for the Company on a contract and profit share basis. The company is fully managed online and hence has operational flexibility. A company webpage is created with a dedicated email account to which potential clients can submit their manuscript for scientific editing. The manuscripts submitted will be reviewed for extent of editing required, based on which an invoice will be emailed back to the client for payment. Following payment, the manuscript will be edited by the company's expert editor/s and the edited manuscript will be returned to the client within 7 working days.

The editing service is targeted at non-English speaking nationals worldwide. The company liaises with

various journals and magazine to advertise their service. The company is focusing on delivering maximum client satisfaction through world class editing service at competitive price and rapid time frame to maintain continued client relationship. A client database (contact name, email, phone, location, account codes) and submission histories is continuously updated. Strategies are implemented to have client's loyalty rewards which are offered in the form of discounted editing service on resubmission of manuscripts and referrals discount in addition to understanding the needs and offering value added service.

## Situational analysis

Digital marketing is consistent, measurable, effective and easy to manage and respond to audience requirement.<sup>8-13</sup> It is the most effective way to build routine within any business. The company is a small scale enterprise which provides editing services to global audiences in the fields of science, biology and medicine. The company has a clear objective of quality editing and time efficient service to the targeted clients. This service is marketed to the targeted cli-

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ents (anyone who intends to publish scientific related articles in scientific journals and magazines) through digital marketing (emails, webpage traffic, postings in twitter and LinkedIn).<sup>[14-16]</sup>

The company routinely reviews the database of journals, authors (whose primary language is not English) and educational institutes using web search and google analytics and identifies them as key client targets on a continuous basis. These potential clients are directly contacted by email highlighting the excellent editing service offered by the company.

In the company’s marketing approach, we provide a comparative analytics of our competitors in the editing services (service, price, activity on site and social metrics) to our clients so has to influence them to make a well informed decision in selecting our company for their editing requirement.

The company is also researching on marketplace (demographics) to identify and focus on key market segment using Google webmaster tools. This involves google Adwords, which is a keyword planner to be used for keyword analysis and also keywords to be used for campaigns. In addition to this the company webpage and its services offered are regularly posted on to LinkedIn and twitter to enhance its traffic.

**SWOT (Strengths, Weakness, Opportunities, and Threats)** is essential step to analyse the business in the targeted market. In general, SWOT analysis will give strategic overview of the internal sources, external influence and challenges from digital marketing. This helps in improving the tactics development at each stage for online success. It extends approaches to widen up business with the current opportunities and to overcome/manage threats.

Strengths (S)	Weakness (W)
Operational flexibility	Lack of marketing expertise
Time efficient service	Recognition, presence and reach
Quality editing	Commitment
Cost effective	Business process is not high throughput
Opportunities (O)	Threat (T)
Improve greater visibility	Extensive competitors for editing service
Extended editing service for thesis, industrial reports, technical documents	Negative publicity
Language translation and editing	Changes in scientific publishing policies
Joint/Alliance partnerships	
Improve efficiency	

SWOT analysis gives overview of digital marketing effectiveness and to develop strategies accordingly.<sup>9, 17-20</sup>

Strengths and Opportunities (SO) are the internal influence factors that can take advantage in joint partnership marketing and adding services by overall extending business.

**Strengths and Threats (ST):**

Strengths to avoid real and potential threats by introducing new services, discounted editing and creating own social network for client reviews

**Weakness and Opportunities (WO):**

To use opportunities to overcome current weakness by affiliate-based strategy, contact building and search market mediation strategy

**Weakness and Threats (WT):**

To minimize weakness and avoid or to overcome threats by building online reputation, customized pricing and strategies to reach and retain clients.

**Marketing Strategy**

The aim of a digital marketing strategy is to reach, engage, convert and to retain target audience. Industries and academia in the field of science, biology and medicine are potential clients for the company. Considering the advantages and analysis in implementing digital marketing strategy the following e-tools are selected: Search engine optimization (SEO), Social media marketing and Email marketing to reach targeted audience.<sup>9-11, 14, 16, 17, 21, 22</sup>

**Search engine optimization (SEO):**

Strategies to implement in SEO are: Clear website quality, number of quality links, keywords to correspond, active social media presence, monitor and track.

**Social media marketing:**

From the analysis and research, the company’s targeted audience presence in LinkedIn is high. LinkedIn is a very professional network channel especially in the field of science, biology and medicine.

Twitter is real time instant message explorer to reach wide audience. It’s easy to grow a follower base, increase tweet engagements, to drive website clicks or conversions.

**Email Marketing:**

Email marketing is very effective to reach new client and follow up. Email marketing for scientific editing services is most relevant to promote, invite submissions and to manage contacts.<sup>10, 14, 18, 20</sup>

To create active digital presence E-tools are outlined in the below table:

E-tools	Detail
SEO (Website)	Keyword, Keeping website is simple, active, quality content and clear call to action calls. Optimised regularly
Social media marketing (LinkedIn, Twitter)	Very active to build business group, active posts to groups, interactions, feedbacks, for sharing web link, sharing blogs and active tweets on content
Email	Direct Email is most effective to reach targeted clients. Maintaining database of submissions, measurable, highly segmentable

The digital marketing campaign is specific to the defined goal for targeted time. It is specifically designed to the targeted clients and is measurable. The digital strategy is planned by integrating traditional and digital tools to reach and influence globally.<sup>10, 11, 15, 23</sup> The identified traditional marketing for the company is print advertisement in science Journals. With the chosen e-tools the online campaign is planned and outlined in the table below:

**Structure for campaign planning using e-tools**

Search engine optimization campaign is to increase the traffic in to the website. The strategies are planned after analyzing the target audience by targeted keyword search and content strategy. Content will regularly be update in the site, which will be user friendly with targeted keyword to keep the company site fresh. Additionally linking and sharing through all active social channels drive more traffic to website and ranks high

**Campaign Goals:** To drive website traffic and increase manuscript submissions for editing.

**Targeted audience:** Authors from industries, academics, non-English speaking nationals

**Campaign message:** Changing the format of scientific publications to Crisp, Comprehensive and Clear

E-tools	Campaign objective	Strategy	Tactics	Measure
SEO	To get more traffic to website	Keywords, content,	Landing page, linking with social sites, sharing content blogs	Google analytics, Traffic to website and conversions
LinkedIn	To get 100 connections in 3 months.	Creating a business page in LinkedIn, Invitations to target clients, building groups	Posting content can initiate discussions recommendations increases traffic to website and articles submissions.	Google analytics, Comments, Shares, Likes.
Twitter	To increase followers	Target active tweeters, follow them, engage with community	Tweets, retweets, Content sharing, blog sharing	Google analytics, Followers, retweets
Email Marketing	To send 100 invitations/month for manuscript submissions	To send direct email invitations to targeted research groups, academic institutes	Download ebooks, whitepapers, tips for writing articles	Chipmunk, Google Analytics Follow-ups, enquires

Channels	Campaign goal	Action planned/ strategy	Campaign Set up Date		Status	Review Progress
			Day	Time		
Website	To increase visitors	Keyword Content	Monday	10AM	To start	Number of visits
LinkedIn	To get 100 connections	Invite Blog	Tuesday	10AM	To start	Connection, likes, share
Twitter	To get 100 followers	Blog	Wednesday, Friday	10AM	To start	Retweets, followers
Email marketing	Invitations to 100 clients	Email template	Thursday	10AM	To be sent	Enquiries submission

in search engine. Using the web master tools it will be easy to measure overall state of the website visitors.<sup>9, 14, 18</sup>

LinkedIn is a valuable resource for connections specific to the professionals and students in the field of science. Campaign is set to get at least 100 connections with the targeted clients in 3 months. With the business profile invitations will be sent to connect with the company. The company will have a subscriber account with LinkedIn to facilitate this. The company profile on LinkedIn will be kept active with updated status, discussions, sharing content blogs, asking for recommendations and recognitions. LinkedIn marketing strategy will be measured with likes, comments on your campaign, shares and also using Google Analytics tool.

Twitter is a powerful marketing tool with short and sharp messages with real time to the target audience in 140 characters. Twitter allows following likeminded organizations or companies to share information. Twitter is constantly evolving by instant message, content sharing to create buzz around the campaign to drive traffic to company's website. The performance will be measured with number of followers, shares in addition to using google analytics.

In email marketing campaign a targeted and very relevant content will be sent to the company's connections through a series of emails prior to promoting campaign call to action. The email marketing tool chipmunk will be used to create, manage and analyse the performance. An Email template will be created in chipmunk to invite authors and targeted clients for submission of manuscripts for editing. The emails will

be personalised, establish a contact and subject specific message which will help build trust with target client. The content specific campaign through email will create a distinct strategy proving clicks on websites or submissions.

### Outline of a planned digital marketing campaign from inception to completion

Digital marketing plan is emphasised on reaching, engaging, converting and retaining targeted clients. By analysis, development, implement and control methods a marketing plan is outlined to approach. At each step different and selective strategies are implemented for using the digital tools targeting client personas. A plan is a mix of ongoing tactics to employ or in discrete campaigns that run at specific times.

By analysing the current marketplace and target clients, a campaign goal is set to drive quality traffic to the website and to increase manuscript submissions. A campaign calendar is created in spreadsheets to schedule posts and updates in social sites and to monitor setting up a timeline.

Digital campaign is set up in chosen e-tools as explained above and measured in every step for optimal results. A campaign schedule is set up day and time for each channel and updates and progress are reviewed carefully to track goals. Interactions are key and essential metrics in social media channels, it will always be ensured to engage by comments, blogs, retweets, and asking opinions can be reviewed in progress towards goal.

## Campaign schedule calendar for a week

### Financials

#### Overview of costs required to implement the plan to include internal and external resources

The finance is the important element to consider in digital marketing plan. Marketing budget, details how much money you expect to spend over the plan period with the available sources. This must be decedent with greater efficiency to optimally achieve the return on investments. We aim to allocate about 20% of per manuscript cost towards the marketing campaign, however this will be reduced to 10% as the business picks up. A broad split-up of this 15% investment is shown in the table below.

### Marketing expense budget

#### Measurement

#### Evaluate the effectiveness of campaigns using analytical e-tools to include an overview of control measures to be used to monitor and evaluate effectiveness

The measurement, evaluation and monitoring the marketing plan shows the road map to achieving the business objectives. Measurement of campaigns success will be assessed based on the growth achieved, i.e., the relative increase in the number to manuscripts submitted for editing. This will be matched with the increase in revenue collected. The trends observed will be further analyzed to develop the strategies and projections for future development. The measurement tools such as Google analytics will give us the overall outcomes of campaigns set up in different web channels. The key success of online campaign as mentioned above will be clearly defined in the campaign goal (to drive more traffic to website and increase manuscript submissions). This will be measured in terms of client visit, interactions, time spent and conversions or actions in the website through campaign. The web metrics will gives us the details of the traffic drive to your website.

Using Google Analytics, the company will measure the active channels that drive traffic towards website, number of submissions, and client engagement in website. The data analysis will measure the active channel (LinkedIn, twitter) that drives traffic, client behavior on the company website in terms of user experience and satisfaction. The performance analysis of email marketing will be emails delivered, number of bounces,

referrals and recommendations overview of successful campaign. Campaign results will be statistically analyzed for future decisions. Analytics insights give valuable hints of current and future marketing decisions and in controlling budget, quality, and service. The analytics data allows to tract every detailed activity of campaign and to measure the effectiveness and success of the implemented plan.<sup>8-10, 14, 15, 18-20</sup>

## CONCLUSION

We provide here an approach to adopting digital marketing tools in improving the presence of your business in the World Wide Web with an aim of improving your client base. We hope the strategies to developing your digital marketing campaign plan outlined in this report will be useful to a wider audience interested in adopting digital marketing tools to improve their business.

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Description	Cost break up	Relative budget allocation
Google AdWords	ads, set up tool	1%
LinkedIn	Upgrade account, Ads	2%
Twitter	Hootsuite tool	1%
Email marketing	Chipmunk tool, system costs and management	4%
SEO	Optimization and technical	3%
Consultation and operations	Consulting experts, redesigns, meetings	2%
Web design	Word press	5%
Traditional marketing	Print ads in journals	2%
Team	Editors	50%
Company profit		30%

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