

# Digital Marketing Plan Tutorial

Dr Ion Codrin Chiru

Senior Lecturer in Marketing

<https://uk.linkedin.com/in/codrinchiru>

[codrin.chiru@beds.ac.uk](mailto:codrin.chiru@beds.ac.uk)

The Postgraduate Business School, University of Bedfordshire

---

## The ABC rule

- In report writing, as in all functional writing, there are three basic rules (the A.B.C.)
    - Accuracy
    - Brevity (conciseness)
    - Clarity
  - Effective reports demand logical thinking and presentation, coupled with a thorough, planned investigation.
-

# Reasoning & Style

- Every statement should be backed by official statistics/published research.
  - **All statements should be backed by relevant data!**
  - Your report should stay neutral.
  - In general avoid First person. Adopt an Objective stance
  - It is recommended to use the 3<sup>rd</sup> person (neutrality).
-

# Reasoning & Style

- Don't include information which is too broad to be useful
  - Try to sustain your assertions with data. If you found this from a source try to figure out what was the reasoning behind.
  - Be concise, use short sentences and clear English ('Anglo Saxon'), with relatively short paragraphs.
-

# Reasoning & Style

- Try to provide relevant examples for each business case, including when it happened (year, month), precise location (region, country), name of brands/products involved; these would add strength to your statements.
  - And again, please provide all Sources of your statements.
-

# Reasoning & Style

- Blend in any illustrations with the text as much as possible;
  - it is very annoying to have to dodge from page to page and it impairs the flow and impact of an argument
-

## Reasoning & Style

- Every table or chart should have a number (e.g. *Table No. 3* or *Figure No. 4*) and a (brief & descriptive) title (e.g. *Red Bull market share evolution in the UK, 2008-2012*);
  - It is recommended that the charts and tables be **your own work** (not copy/paste from other sources);
  - All the information should be properly cited; please mention the source under the table/chart or as a footnote.
-

# Reasoning & Style

- Use headings and sub-headings to indicate to the reader where appropriate material may be located.
  - These Headings are important; good descriptions of what the sections will contain.
  - They need to be prominent. Readers should be able to scan headings and get a good understanding of the report.
-



# Reasoning & Style

- Look for logical flow of the argument.
  - Use a Statement-Probe sequence logic
  - Provide an argument followed by supporting evidence (information organised as a chart or table)
-

## Executive Summary

- Should be written in a way that allows the executive who reads it to know what the problem is and how it is to be solved.
  - Essentially, it is a summary of your problem statement, objectives and how to achieve them (i.e. how to solve the problem).
  - The key findings and recommendations should also be briefly presented in this section.
-

# Appendices/Annexes

Appendices might include detailed material which is not essential to the argument's flow.

---

# Theoretical underpinning

- **Do not describe or outline** the theories or theoretical models in the marketing plan. The plan is addressed to marketing top executives who supposedly are familiar with them.
  - **Apply** the theories/theoretical models (i.e. **use them in the given context**)
  - Theories and models you can apply, including those studied in the previous units:
    - Communication mix
    - Brand touchpoint wheel
    - Brand equity models
    - Consumer behaviour models (e.g. Consumer Decision Making)
    - Management frameworks (e.g. SWOT, PESTLE)
-

# THE CHARACTERISTICS OF A GOOD REPORT

## SALE TIP

Short - as possible

Accurate - state verified facts only

Logical - in matter of presentation

Easy - to understand

Tactful – in expressing criticism

Impartial and unbiased

Persuasive and Convincing

---

# Q&A Session

---