

Think

Introduction to Think

It seems too obvious to mention, but the foundation of consistently successful marketing communications lies in thorough planning and strategic preparation. Before you execute digital campaigns, you need to plan them. You need to research and understand your product, your communication challenge, your market, your competitors and, of course, your consumers. We call planning, strategy and research **Think**.

Think is the first step in a strategic process:

1. **Think:** Research, plan and strategise. Use the opportunities of digital to meet communication, market and product challenges. Plan assets and campaigns.
2. **Create:** Make beautiful assets, from websites and videos to banner adverts and applications.
3. **Engage:** Use channels to drive traffic to those assets and build relationships with customers.
4. **Optimise:** Track and analyse to understand how assets and campaigns are performing. Derive insight to improve and test assets and campaigns.

The first section of this book is devoted to Think.

Digital Marketing Strategy tackles how the Internet has changed and challenged the world in which we market, and how best to use digital tools and tactics for effective marketing strategies.

Market Research unpacks how to use the Internet to understand audiences and campaigns. The Internet was originally developed as an academic tool for sharing research. This is ideal for savvy marketers – this chapter addresses some considerations for online market research.

Content Marketing Strategy lays out the building blocks for effectively using content, not advertising, to reach audiences. Brands are required to think like publishers – which means a consideration of far more than just the end product. Content targeting, production, planning and distribution must be considered. This chapter lays out concepts and processes that assist in creating relevant content.