



Internet Marketing Workshop

Jamaica August 2006

Caribbean Regional Sustainable Tourism Development Programme





WORKSHOP 2

Day 1



Recap of Day 1

- Travel continues to be researched and booked online
- Influence of consumer generated content in Social Networks
- Consumers want choice and ability to customize
- Need specific tactics for the main online consumer channels:
 - Search Engines
 - Linkage & Interactive Media
 - Pay Per Click
 - Social Media
 - Online brand awareness



Day 2: Planning & Measurement

5) If you don't know where you are going any road will take you there

Establishing an E-business Plan starting with the development of SMART objectives and a year long plan (goals & objectives worksheet; tactics; calendar etc)

6) Measurement and Tracking

How to measure the effectiveness of the Website and Internet Marketing program using Key Performance Indicators and the E-business Plan (intro to KPI & Balanced Scorecard; importance of pre/post analysis on anything implemented)



**If you don't know where you are going any
road will take you there!**

Developing an effective E-business plan using SMART
objectives



E-business planning

- Brainstorming:
 - What were some of the objectives you listed on yesterday's questionnaire ?
- The objective is the starting point of the e-marketing plan



E-business Planning & SMART

- All too often we tend to start with a tactic
eg: “next year I would like to redesign my website” or
“next year I want to email my database more often”
- Why is a website redesign necessary?
- What will more email achieve?
- These sound like tactics – the objective is the **Why**



E-business Planning & SMART

The objectives of the e-business plan should be

S M A R T



E-business Planning & SMART

Specific

Measurable

Achievable

Realistic

Time based



E-business Planning & SMART

Specific – Objectives should specify what they want to achieve.

Measurable – You should be able to measure whether you are meeting the objectives or not.

Achievable - Are the objectives you set, achievable and attainable?

Realistic – Can you realistically achieve the objectives with the resources you have?

Time – When do you want to achieve the set objectives?



E-business Planning & SMART

- Establish a small set number of high level objectives
- Make sure you get executive buy in
- If the people responsible for your success have not had input, success will be hard to achieve
- Conduct sessions where you lead a discussion to establish the objectives
- Don't solve the problem (come up with the tactics) in these sessions



E-business Planning & SMART

- Try to combine or connect as many objectives as possible to keep the list short
- Ensure that each of the objectives are SMART
- Defining tactics to achieve these should be easier – again use SMART



E-business Planning & SMART

- For each of the objectives:
 - List the available tactics to achieve each objective – again consider SMART: specifically A & R
 - Decide on when these things will be implemented (T)
 - Determine the measurement for success (M)
- Document them in a simple & logical plan for approval
 - *Refer to handout of simple quarterly plan & calendar*



E-business Planning & SMART

Once approved

- Transfer the plan to a calendar
- Update the calendar as you progress
- Individual project plans or media plans can stem from this overall planning calendar



E-business Planning

- Be careful not to confuse objectives with goals and aims
- Goals and aims tend to be more vague and focus on the longer-term
- They will not be SMART
- Many objectives start off as aims or goals and therefore they are of equal importance
- The objective is the starting point of the e-marketing plan
- Goals >> Objectives >> Tactics

E-business Planning Cycle

