

Digital Corporate Marketing

Lecture Title: Strategic Planning Tools



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Undergraduate Diploma in
Digital Marketing

Audience and Message Conveyance

Key Performance Indicators (KPIs)

KPIs for Strategic Marketing are crucial for measuring the effectiveness of marketing strategies and campaigns.

These indicators help organisations assess whether their communication efforts achieve the desired objectives, align with overall business goals, and deliver value.



Audience and Message Conveyance

Key Performance Indicators (KPIs)

Audience Reach: Measures the number of people exposed to a communication message. This can be segmented by channel, demographic, or geography.

Engagement Rate: Tracks how actively involved the audience is with the content, including likes, comments, shares, replies and time spent on content.



Audience and Message Conveyance

Key Performance Indicators (KPIs)

Website Traffic: The volume of visitors to the organisation's website, indicating the effectiveness of communication in driving online interest.

Conversion Rate: The percentage of visitors who take a desired action (e.g., signing up for a newsletter), reflecting the level of persuasiveness.



Audience and Message Conveyance

Key Performance Indicators (KPIs)

Employee Engagement Scores:

Measures the level of engagement and morale within the organisation, often gathered through surveys.

Internal Message Open and Read Rates:

Tracks the effectiveness of internal communication channels in disseminating information among employees.



Audience and Message Conveyance

Key Performance Indicators (KPIs)

Media Mentions: The frequency and breadth of coverage in various media outlets, indicating visibility and interest.

Sentiment Analysis: Evaluate the tone and sentiment (positive, neutral, negative) of media coverage and public discussions related to the organisation or its campaigns.



Audience and Message Conveyance

Key Performance Indicators (KPIs)

Followers Growth Rate:

The rate at which the organisation's social media following is growing, indicating brand interest and reach.

Social Media Impressions and Shares:

Measures the visibility of posted content and its distribution by users, reflecting its appeal and value to the audience.



Audience and Message Conveyance

Key Performance Indicators (KPIs)

Stakeholder Surveys:

Direct feedback from key stakeholders (customers, partners, employees) about their perceptions and satisfaction with the organisation's communication efforts.

Net Promoter Score (NPS):

Measures the likelihood of stakeholders to recommend the organisation to others, indicative of overall stakeholder satisfaction and perception.



Audience and Message Conveyance

Key Performance Indicators (KPIs)

- Campaign ROI:** The return on investment for specific communication campaigns, calculating the net gain or loss based on the costs of the campaign against its achievements.
- Lead Generation:** For campaigns focusing on generating leads, the number of new leads is captured as a direct result of communication efforts.



Audience and Message Conveyance

CLASS ACTIVITY: 40 MIN

GROUP 1: A company launching a new e-commerce website.

GROUP 2: A brand increasing its social media presence.

GROUP 3: A company running a paid search campaign.

GROUP 4: A business improving its email marketing strategy.



Audience and Message Conveyance

CLASS ACTIVITY: 40 MIN

Develop 3-5 KPIs that align with the business objectives of your group.

Consider KPIs across various digital channels (e.g., website analytics, social media metrics, email marketing performance).



Audience and Message Conveyance



Audience and Message Conveyance

Strategic Communication

Strategic communication plays a critical role in shaping and enhancing brand perception.

Organisations can influence how various stakeholders perceive their brand by carefully crafting messages and choosing appropriate channels to deliver them.



Audience and Message Conveyance

Companies like Coca-Cola, Patagonia, Johnson & Johnson, Nike, Apple, and Ben & Jerry's illustrate how effective strategic communication can build trust, manage crises, connect emotionally with audiences, position a brand as a thought leader, and enhance brand reputation through community engagement and CSR initiatives.

By strategically managing their communications, these companies have successfully shaped and enhanced their brand perceptions in the minds of their stakeholders.



Audience and Message Conveyance

Thought Leadership

Positioning a brand as a thought leader in its industry can enhance its reputation and influence. Leadership plays a crucial role in strategic communications within any organisation. Effective leaders can craft and deliver messages that resonate with their stakeholders, foster trust, and align the organisation's communications with its strategic goals.

Leadership in strategic communications involves setting the tone, being transparent, engaging with stakeholders, and exemplifying the company's values and mission.



Audience and Message Conveyance

Key Roles of Leadership in Strategic Communications

Setting the Vision and Tone:

Leaders articulate the vision and mission of the organisation, ensuring that all communication strategies align with these core principles.

Depending on the corporate culture and context, they set the tone for how communications are delivered, whether formal, informal, transparent, or more guarded.



Audience and Message Conveyance

Key Roles of Leadership in Strategic Communications

Building Trust and Credibility:

Effective leaders communicate openly and honestly, building trust with employees, customers, investors, and other stakeholders.

Transparent communication, especially during crises or significant changes, helps to maintain credibility and manage stakeholder expectations.



Audience and Message Conveyance

Key Roles of Leadership in Strategic Communications

Engaging and Inspiring:

Leaders use strategic communication to engage and inspire their teams, fostering a sense of belonging and motivation.

They often serve as the face of the company, embodying its values and goals, which can enhance internal morale and external reputation.



Audience and Message Conveyance

Key Roles of Leadership in Strategic Communications

Navigating Crises:

During crises, leaders are critical in managing communication strategies to mitigate negative impacts and guide the organisation through turbulent times.

They must be proactive, responsive, and empathetic in their communications to maintain trust and confidence.



Audience and Message Conveyance

Key Roles of Leadership in Strategic Communications

Promoting Change and Innovation:

Leaders communicate the need for change and innovation, helping to align the organisation's stakeholders with new initiatives and strategic directions.

They provide clear, consistent messaging to reduce resistance and foster a culture of adaptability and growth.



Audience and Message Conveyance

Importance of Strategic Planning

Alignment with Organizational Goals:

Strategic planning ensures that all marketing efforts support the overall goals and objectives of the organisation.

This alignment helps deliver consistent messages reinforcing the company's mission, vision, and values.



Audience and Message Conveyance

Importance of Strategic Planning

Alignment with Organizational Goals:

Coca-Cola's "Share a Coke" campaign was strategically aligned with its goal of creating personalised customer experiences. By replacing the Coke logo with popular names on bottles, Coca-Cola increased consumer engagement and sales significantly.



Audience and Message Conveyance

Importance of Strategic Planning

Effective Resource Utilisation:

Strategic planning helps in the efficient allocation of resources, ensuring that time, budget, and human resources are used effectively to achieve communication objectives.



Audience and Message Conveyance

Importance of Strategic Planning

Effective Resource Utilisation:

Non-profit organisations like Amnesty International use strategic planning to allocate their limited resources effectively, focusing on high-impact campaigns that align with their advocacy goals.



Audience and Message Conveyance

Importance of Strategic Planning

Targeted Communication:

By understanding and segmenting the target audience, organisations can tailor their messages to resonate more deeply with specific groups, leading to more effective communication outcomes.



Audience and Message Conveyance

Importance of Strategic Planning

Targeted Communication:

Nike's strategic focus on social media campaigns targets younger audiences who are more engaged on platforms like Instagram and Twitter. The company tailors its messages to align with the interests and values of this demographic, enhancing brand loyalty and engagement



Audience and Message Conveyance

Importance of Strategic Planning

Crisis Management:

A well-developed crisis communication plan can help organisations respond quickly and appropriately to mitigate damage to their reputation.



Audience and Message Conveyance

Importance of Strategic Planning

Crisis Management:

Johnson & Johnson's handling of the Tylenol crisis in 1982 is a classic example of effective crisis communication. The company's strategic response, including a nationwide recall and transparent communication, helped restore public trust and preserved its brand integrity.



Audience and Message Conveyance

Importance of Strategic Planning

Measurable Outcomes:

Strategic planning includes setting measurable objectives and KPIs, allowing organisations to track the effectiveness of their communication efforts and make data-driven decisions for future campaigns.



Audience and Message Conveyance

Importance of Strategic Planning

Measurable Outcomes:

HubSpot's inbound marketing strategy is heavily reliant on strategic planning. By setting clear KPIs and continuously measuring performance, HubSpot effectively attracts and converts leads through tailored content and communication strategies.



Audience and Message Conveyance

Importance of Strategic Planning

Consistency and Cohesion:

Strategic planning ensures that all communication across different channels and departments is consistent and cohesive, reinforcing the brand's message and identity.



Audience and Message Conveyance

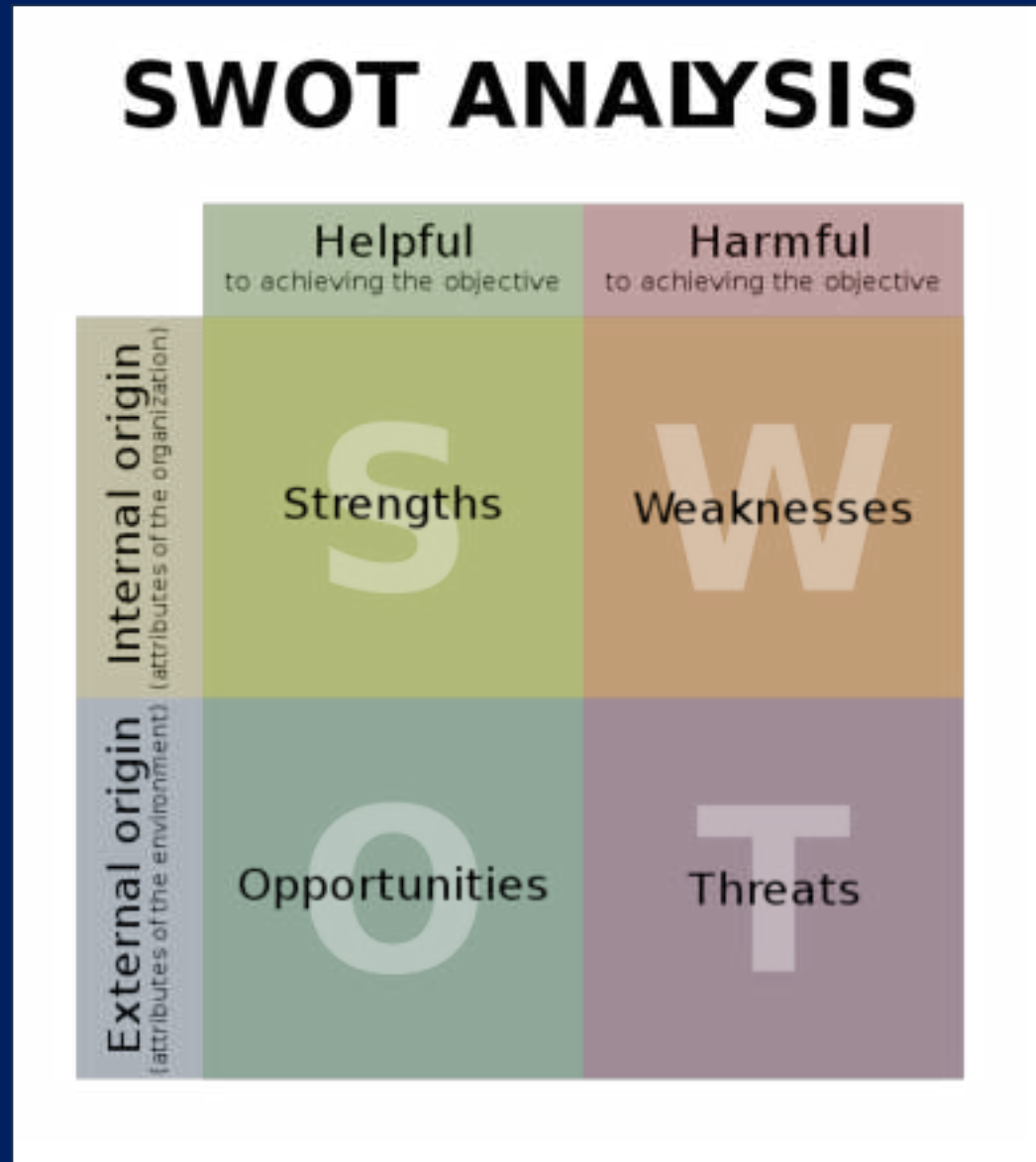
Importance of Strategic Planning

Consistency and Cohesion:

Apple maintains a consistent brand message across all its communication channels, from product launches and advertisements to customer service and social media. This consistency reinforces Apple's brand image of innovation and quality.



Audience and Message Conveyance



Audience and Message Conveyance

SWOT Analysis: PepsiCo vs. The Coca-Cola

PEPSI - Strengths: Diverse Product Portfolio

PepsiCo offers a wide range of products, including snacks (Lay's, Doritos), beverages (Pepsi, Gatorade), and nutrition products (Quaker). This diversification helps mitigate risks and leverages cross-promotional opportunities.

PepsiCo's acquisition of Tropicana and SodaStream has enhanced its product range in the health-conscious market segment.



Audience and Message Conveyance

SWOT Analysis: PepsiCo vs. The Coca-Cola

Coca-Cola - Strengths: Strong Brand Equity

Coca-Cola is one of the world's most valuable and recognisable brands.

The iconic red and white logo and the brand's global reach through consistent marketing efforts.



Audience and Message Conveyance

SWOT Analysis: PepsiCo vs. The Coca-Cola

PEPSI - Strengths: Strong Brand Recognition

PepsiCo is one of the most recognisable brands globally, with significant market share and brand loyalty.

The Pepsi brand is well-known for its long-standing advertising campaigns and sponsorships, such as the NFL and the Super Bowl halftime show.



Audience and Message Conveyance

SWOT Analysis: PepsiCo vs. The Coca-Cola

Coca-Cola - Strengths: Extensive Distribution Network

A robust global distribution system ensures product availability in over 200 countries.

Strategic partnerships with bottlers and distributors to ensure efficient delivery.



Audience and Message Conveyance

SWOT Analysis: PepsiCo vs. The Coca-Cola

PEPSI - Strengths: Innovation and Product Development

PepsiCo continually invests in product innovation to meet changing consumer preferences.

Launching new products like Pepsi Zero Sugar and expanding the Quaker product line to include healthier options.



Audience and Message Conveyance

SWOT Analysis: PepsiCo vs. The Coca-Cola

Coca-Cola - Strengths: Product Diversification

Broad product portfolio, including soft drinks, juices, bottled water, and energy drinks.

Brands like Coca-Cola, Fanta, Sprite, Minute Maid, and Powerade cater to diverse consumer preferences.



Audience and Message Conveyance

SWOT Analysis: PepsiCo vs. The Coca-Cola

PEPSI - Strengths: Global Market Presence

Strong distribution network and presence in over 200 countries.

PepsiCo's extensive global footprint allows it to leverage economies of scale and localise products for different markets.



Audience and Message Conveyance

SWOT Analysis: PepsiCo vs. The Coca-Cola

Coca-Cola - Strengths: Marketing and Advertising Excellence

Effective marketing campaigns create strong brand loyalty and consumer engagement.

Iconic advertising campaigns like "Share a Coke" and holiday-themed promotions.



Audience and Message Conveyance

SWOT Analysis: PepsiCo vs. The Coca-Cola

Weaknesses: Dependence on the Beverage Segment

Despite diversification, the beverage segment remains a significant revenue contributor, making it vulnerable to shifts in consumer preferences.

Public backlash against sugary drinks and snacks has led to increased regulatory scrutiny and declining consumption in some markets.

Declining sales of carbonated soft drinks can impact overall financial performance.



Audience and Message Conveyance

SWOT Analysis: PepsiCo vs. The Coca-Cola

Coca-Cola - Weaknesses: Water Management Issues

High water usage in production processes has led to environmental criticism.

Issues in water-scarce regions where Coca-Cola's operations have faced backlash from communities.



Audience and Message Conveyance

SWOT Analysis: PepsiCo vs. The Coca-Cola

PEPSI - Weaknesses: Environmental Impact

Criticism over environmental practices, particularly regarding plastic use and water consumption.

Environmental groups have targeted PepsiCo for its use of plastic packaging, prompting the company to commit to sustainability initiatives.



Audience and Message Conveyance

SWOT Analysis: PepsiCo vs. The Coca-Cola

Coca-Cola - Weaknesses: Intense Competition

Facing fierce competition from PepsiCo and other beverage companies.

Constant battle for market share with PepsiCo, particularly in the cola segment.



Audience and Message Conveyance

SWOT Analysis: PepsiCo vs. The Coca-Cola

PEPSI - Opportunities: Health and Wellness Trends

Growing demand for healthier food and beverage options presents an opportunity for product innovation.

Expansion of PepsiCo's portfolio with products like Bubly sparkling water and Gatorade Zero.



Audience and Message Conveyance

SWOT Analysis: PepsiCo vs. The Coca-Cola

Coca-Cola - Opportunities: Product Innovation

Development of new products to cater to health-conscious consumers.

Launching Coca-Cola Zero and expanding the portfolio with non-carbonated drinks like Dasani water and Honest Tea.



Audience and Message Conveyance

SWOT Analysis: PepsiCo vs. The Coca-Cola

PEPSI - Opportunities: Digital and E-commerce Expansion

Increasing online shopping trends provide opportunities to enhance digital presence and direct-to-consumer sales.

Leveraging e-commerce platforms to sell products directly to consumers, especially during the COVID-19 pandemic.



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SWOT Analysis: PepsiCo vs. The Coca-Cola

Coca-Cola - Opportunities: Emerging Markets

Growth potential in emerging markets with rising disposable incomes and changing lifestyles.

Increased focus on expanding market presence in Asia and Africa.



Audience and Message Conveyance

SWOT Analysis: PepsiCo vs. The Coca-Cola

Opportunities: Sustainability Initiatives

Investing in sustainable practices can enhance brand reputation and meet regulatory requirements.

PepsiCo's commitment to reducing greenhouse gas emissions and improving water-use efficiency.



Audience and Message Conveyance

SWOT Analysis: PepsiCo vs. The Coca-Cola

Coca-Cola

Opportunities: Digital Transformation

Leveraging digital platforms for marketing and direct-to-consumer sales.

Enhancing e-commerce capabilities and using data analytics to drive marketing strategies.



Audience and Message Conveyance

SWOT Analysis: PepsiCo vs. The Coca-Cola

PEPSI - Threats: Regulatory Challenges

Stricter regulations on sugar content, advertising, and packaging can impact operations.

Soda taxes implemented in various cities around the world have affected beverage sales.



Audience and Message Conveyance

SWOT Analysis: PepsiCo vs. The Coca-Cola

Coca-Cola - Threats: Regulatory Challenges

Increasing regulations on sugar content, labelling, and advertising.

Soda taxes in various countries and cities impact sales.



Audience and Message Conveyance

SWOT Analysis: PepsiCo vs. The Coca-Cola

PEPSI - Threats: Economic Fluctuations

Economic downturns can reduce consumer spending on discretionary items like snacks and beverages.

Global high inflation led to reduced spending on non-essential consumer goods.



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SWOT Analysis: PepsiCo vs. The Coca-Cola

Coca-Cola - Threats: Changing Consumer Preferences

Shift towards healthier beverages can impact demand for traditional sodas.

Growing preference for plant-based and organic drinks.



Audience and Message Conveyance

SWOT Analysis: PepsiCo vs. The Coca-Cola

PEPSI - Threats: Supply Chain Disruptions

Dependence on global supply chains makes PepsiCo vulnerable to disruptions.

The COVID-19 pandemic, the Invasion of Ukraine by Russia and other global crises highlighted vulnerabilities in the supply chain, affecting production and distribution.



Audience and Message Conveyance



Audience and Message Conveyance

SWOT Analysis: 60 Min



Audience and Message Conveyance

SWOT Analysis: 40 Min

GROUP 1: Strengths of the popular Maltese beer brand CISK.

GROUP 2: Weaknesses

GROUP 3: Opportunities

GROUP 4: Threats



Audience and Message Conveyance

SWOT Analysis: CISK

Company Background:

Cisk is a well-known Maltese beer brand brewed by Simonds Farsons Cisk plc. The brand has a rich history dating back to 1929 and is highly recognised in Malta.

Cisk offers a variety of beer products, including Cisk Lager, Cisk Excel (low carbohydrate), and Cisk Export, among others.



Audience and Message Conveyance

SWOT Analysis: CISK

Strengths: Strong Brand Heritage:

Cisk has been a staple in Malta since 1929, creating a strong emotional connection with local consumers who have grown up with the brand.

High Market Share in Malta:

As the dominant beer brand in Malta, Cisk enjoys a large share of the local beer market, providing a strong revenue base.



Audience and Message Conveyance

SWOT Analysis: CISK

Strengths: Wide Product Range:

Cisk offers a variety of beer options such as Cisk Lager, Cisk Export, Cisk Excel, and Cisk Chill, catering to

Strong Distribution Network:

Cisk is widely available across Malta in supermarkets, bars, restaurants, and events, ensuring high accessibility.



Audience and Message Conveyance

SWOT Analysis: CISK

Weaknesses: Dependence on Local Market:

Cisk's heavy reliance on the Maltese market makes it vulnerable to local economic fluctuations and changes in consumer preferences.

Limited International Presence:

Compared to global competitors, Cisk has a limited footprint outside Malta, restricting its growth potential.



Audience and Message Conveyance

SWOT Analysis: CISK

Weaknesses: Seasonal Demand Fluctuations:

Beer consumption in Malta tends to be higher during the summer months and tourist season, leading to fluctuating demand.

Health & Fitness Concerns:

Increasing health and fitness consciousness among consumers can negatively impact beer sales, including those of Cisk.



Audience and Message Conveyance

SWOT Analysis: CISK

Opportunities: Expansion into International Markets:

Targeting neighbouring European countries and leveraging Malta's cultural ties could help Cisk expand its market presence.

Product Innovation:

Developing new product lines such as craft beers or low-alcohol options can attract new customer segments.



Audience and Message Conveyance

SSWOT Analysis: CISK

Opportunities: Sustainability Initiatives:

Implementing eco-friendly practices, such as using recycled packaging or reducing water usage, can enhance Cisk's brand image.

Leveraging Tourism:

Collaborating with tourism stakeholders to promote Cisk as an integral part of the Maltese experience can boost sales.



Audience and Message Conveyance

SWOT Analysis: CISK

Threats: Intense Competition:

Global beer brands and local craft breweries are increasing competition, potentially impacting Cisk's market share.

Economic Downturns:

Economic instability and global high inflation can reduce consumer spending on non-essential goods like beer, affecting sales.



Audience and Message Conveyance

SWOT Analysis: CISK

Threats: Regulatory Changes:

Stricter alcohol regulations and taxes can increase operational costs and reduce profitability.

Changing Consumer Preferences:

A shift towards healthier lifestyles and alternative beverages like non-alcoholic drinks and seltzers can decrease beer consumption.



Audience and Message Conveyance

SWOT Analysis: CISK

| | | STRENGTHS | WEAKNESSES | | |
|------------------|---------------|---|---|------------------|------------|
| INTERNAL FACTORS | STRENGTHS | Strong brand heritage, High market share in Malta, Wide product range, Robust distribution network | Dependence on local market, Limited international presence, Seasonal fluctuations, Health concerns | EXTERNAL FACTORS | WEAKNESSES |
| | OPPORTUNITIES | International markets, New products, Sustainable initiatives, Leveraging tourism | Intense competition, Economic downturns, Regulatory changes, Shifting consumer preferences | | THREATS |

Audience and Message Conveyance

Corporate Marketing in PESTLE Analysis

PESTLE Analysis is a strategic framework used to evaluate the external environment in which an organisation operates, focusing on the Political, Economic, Social, Technological, Legal, and Environmental factors.

By understanding these factors, organisations can tailor their communication strategies to be more effective, responsive, and aligned with external conditions.



Audience and Message Conveyance

Corporate Marketing in PESTLE Analysis

Political:

This component examines how government policies, political stability, tax regulations, trade tariffs, and other political factors affect corporate communication.

Brexit: The United Kingdom's decision to leave the European Union has created political uncertainty, requiring companies like HSBC to communicate changes in regulatory compliance and business operations to stakeholders.



Audience and Message Conveyance

Corporate Marketing in PESTLE Analysis

Economic:

This component assesses the impact of economic factors such as inflation rates, interest rates, economic growth, exchange rates, and unemployment levels.

Global Financial Crisis (2008): During the economic downturn, companies like General Motors had to communicate layoffs, restructuring plans, and financial stability measures to reassure stakeholders and maintain trust.



Audience and Message Conveyance

Corporate Marketing in PESTLE Analysis

Social:

This component analyses social factors like cultural trends, demographics, social attitudes, lifestyle changes, and education levels that influence corporate communication.

Ageing Population in Japan: Companies like Toyota need to tailor their communication strategies to address the needs and preferences of an ageing demographic, emphasising product safety and accessibility.



Audience and Message Conveyance

Corporate Marketing in PESTLE Analysis

Technological:

This component evaluates the impact of technological advancements, innovation, automation, research and development, and technological infrastructure.

Rise of E-commerce: Advances in internet technology have enabled companies like Amazon to leverage digital communication platforms for customer engagement, marketing, and support, significantly changing the landscape of corporate communication.



Audience and Message Conveyance

Corporate Marketing in PESTLE Analysis

Legal:

This component looks at the impact of laws, regulations, and legal frameworks such as employment laws, consumer protection laws, health and safety regulations, and industry-specific regulations.

GDPR Compliance: The General Data Protection Regulation (GDPR) in the EU has significant implications for companies like Facebook, requiring transparent communication about data usage policies and user rights to ensure compliance and maintain trust.



Audience and Message Conveyance

Corporate Marketing in PESTLE Analysis

Environmental:

This component considers environmental factors such as climate change, environmental regulations, sustainability initiatives, and ecological concerns.

Plastic Ban: The ban on single-use plastics in various countries influences how companies like Unilever communicate their sustainability initiatives and packaging strategies to consumers, highlighting their commitment to environmental responsibility.



Audience and Message Conveyance

Corporate Marketing in PESTLE Analysis

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Audience and Message Conveyance

PESTLE ANALYSIS

McDonald's Examples



Digital Corporate Marketing

THANK YOU FOR TODAY



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