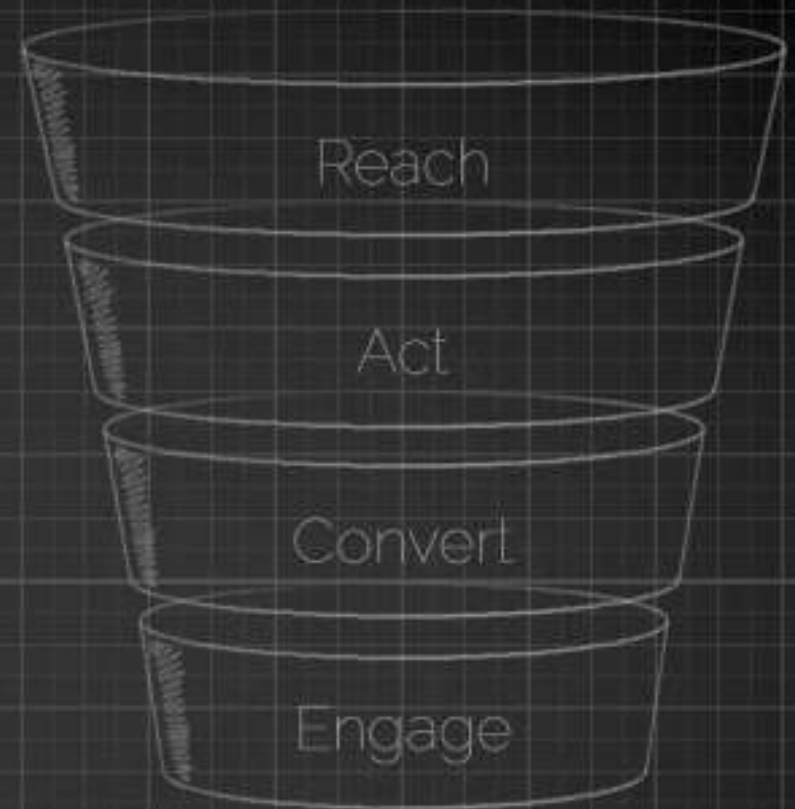




**INCOGNITO**  
Empowering Your Brand **WORLDWIDE**

# DIGITAL MARKETING PLAN

*DINEVITE Website & mobile app*



# INTRODUCTION

## digital marketing plan

### WELCOME

Incognito Worldwide has reviewed the project requirements, brand assets, and has developed this digital marketing plan to best exploit opportunities and benefits available to DineVite in their chosen marketplace.

Enclosed is the short action plan overview.

Recent research has revealed that -- to our amazement -- while many organizations are doing digital marketing, they don't have an actual strategy. Many seem to set up social media pages because that is what everyone is doing,

but they don't entirely know what they should be posting, or when.

Digital channels are still relatively new and fast-changing, so it is understandable why many businesses haven't responded adequately: they're busy running their businesses, not promoting them.

We believe that a business need to first define their message, then set strategic goals and digital expectations, develop a tactical action plan to achieve it, and execute.

Below is an outline of what we know about DineVite, and a plan to achieve the stated goals.

### CHECK LIST

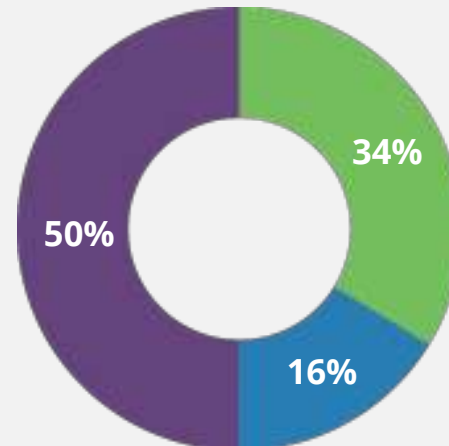
Established a brand marketing page with mission statement, core values, value propositions, elevator pitch, backstory.

Defined all digital channels

Defined digital strategy for each major market/proposition

Established workflow between inbound, marketing, sales, customer service, and operations.

### DineVite Inbound digital marketing and sales strategy



■ Direct and partner sales

■ Digital advertising

■ Social media and influencer engagement

# The Smart Insights RACE Planning System for

DINEVITE

## An agile, strategic approach to digital marketing

Competition is fierce online. To win you need to plan, Manage and Optimize digital channels against defined targets, SMART KPIs and a focused investment in content marketing, digital media and experiences. We believe an integrated digital strategy is essential to define new Segmentation, Targeting and Positioning for the online value proposition. This is the marketing funnel.

1 PLAN

BRANDED CONTENT

2 REACH

Search engine, social networks, Publishers and blogs

BUYER STAGE: **EXPLORATION:**

**Publish and promote** engaging content via blogs on-site and off, social media influencers, plus leveraging organic SEO, targeted ads (search & social media), allowing sharing to other outposts, networks to draw people into the content hub...

**Key Measures:**

- Unique visitors
- Value per visit
- Fans/Followers

3 ACT

Your web site, blog, Community and Interactive tools

BUYER STAG: **DECISION MAKING**

**Be worth finding** via a clear customer journey and a content hub that is relevant, inspirational, and useful using Ads, social media, and influencers to drive lead capturing landing pages for onboarding and inquiries.

**Key Measures:**

- Leads/Lead conversion rate
- Time on site
- Shares/comments/like

4 CONVERT

E-commerce process, Product, price And promotion

BUYER STAGE: **PURCHASE**

**Capitalize on marketing** investment using CRO, marketing automation and remarketing to ensure contextual relevance that drives conversion & interaction with onboarding content, email, chat, and ticket support, and live and service assistance.

**Key Measures:**

- Sales (on and offline-influence)
- Revenue/Profit
- Average Order Value

5 ENGAGE

Customer Advocacy

BUYER STAGE: **ADVOCACY**

**Thrilled customers are key** to social media marketing, social proof, repeat sales and referral. We will achieve this through encouraging reviews on DineVite and other channels, with shares, user success stories on the site, and then shared across social media, and tied into press coverage stories.

**Key Measures:**

- Repeat Purchase (Lifetime Value)
- Satisfaction and loyalty
- Advocacy

RE-AUTOMATE

# 1 PLAN

## Create a digital marketing strategy

### OPPORTUNITY

We've assessed the marketplace and setup:

- ✓ 1. Digital marketing capabilities & budgets
- ✓ 2. KPI dashboard
- ✓ 3. Customer personas and journey maps
- ✓ 4. Brand audit and competitor benchmarks
- ✓ 5. Secured influencer outreach
- ✓ 6. Engaged co-sales channels
- ✓ 6. Defined SMART objectives with conversion spreadsheet models to quantify opportunity

### STRATEGY

To build a full lifecycle pipeline integrating digital marketing (search, ads, social), sales, and service through:

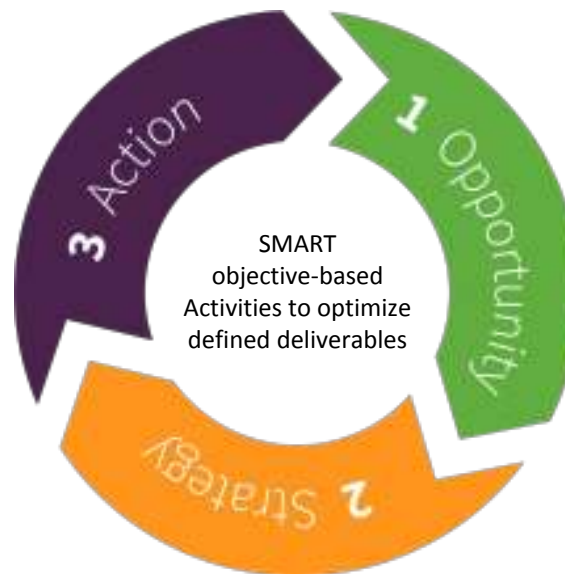
- ✓ Defined digital targeting approaches
- ✓ Defined value proposition (**OVP**)
- ✓ Completed marketing materials
- ✓ Product, Price, Promotion and Place
- ✓ Public relations map

## ACTIVITIES & RESEARCH

STRUCTURE THE PLANS TO DEFINE THE OPPORTUNITY, STRATEGY AND ACTION

We'll use SMART objectives (*Scalable, Measurable, Achievable, Realistic, Timely*) for each part of the RACE customer lifecycle.

We will use summary tables to clearly link the strategies, KPIs and actions.



### ACTION

Implement and manage digital marketing communications **and** smart budget investments; optimize digital communications across key customer touchpoint interactions covered by:

**Reach:** Build your audience by integrating paid, owned and earned media

**Act:** Using content marketing and persuasion to prompt brand interaction and leads

**Convert:** Use conversion rate optimization to boost online and offline sales

**Engage:** Develop customer loyalty and repeat sales

# 2 REACH

Grow your audience online

Search engines, social networks, publishers and blogs

## BUYER STAGE EXPLORATION

**Publish and promote** engaging content via blogs on-site and off, social media influencers, leverage organic SEO, targeted ads (search & social media), allow sharing to other outposts, to draw people into the content hub...

### Key Measures:

- ✓ Unique visitors
- ✓ Value per visit
- ✓ Fans/Followers

## GROWING REACH

Reach and brand awareness begins with blogs, ads (search and social), and fueled by social influencers and public relations stories.

We've established our short-term and long-term goals, and the strategies and tactics to achieve them.

The quantify success we've setup a multitude of automated systems to drive our efforts:

## AUTOMATED TOOLS

span marketing, sales, and service

- ✓ Digital dashboard - organic/ paid analytics
- ✓ CRM for customer success service
- ✓ Subscription management
- ✓ DevOps for product deployment

## STRATEGY

An A/B ads approach to:

- ✓ Define key brand messages to grow audience awareness, familiarity and purchase intent
- ✓ Select relevant media and targeting
- ✓ Prioritise channel media spend, summarized in a conversion-based media plan and budget

## ACTION

Combine messaging across blogs, social, and ads to drive engagement and sharing to increase awareness, optimized for maximum rankings in search:

- ✓ Organic SEO
- ✓ Google/ Yahoo AdWords (paid search)
- ✓ Display Advertising
- ✓ YouTube Bumper ads
- ✓ Social media marketing optimization

## ACTION PLAN

### BASED ON OUR RESEARCH

We've interconnected all of the Brand pages -- website landing pages, social media, collaborative pages -- with a full lifecycle CRM to merge team collaboration (marketing, sales, service, technology) inbound marketing with sales triggers, service tickets, with actionable response.



# 3 ACT

Encourage brand interactions and leads



## BUYER STAGE: DECISION MAKING

**Be worth finding** via a clear customer journey from relevant content hubs -- inspirational & useful that create leads, and ads to landing pages.

### Key Measures:

- ✓ Leads/Lead conversion rate
- ✓ Time on site
- ✓ shares/comments/Liks

## INCREASING INTERACTIONS

Act is short for **Interact**. It's a separate stage from conversion since encouraging interactions on websites and in social media to generate leads is a big challenge for online marketing. It's about persuading site visitors or prospects to take the next step, the next Action on their journey when they reach the DineVite site or social network presence.

### OPPORTUNITY

Best options to increase lead conversions:

- ✓ Defined customer journeys
- ✓ Ignite viewer engagement
- ✓ Define goals, events and dashboards for measuring customer interactions

## STRATEGY

Provide engaging content by:

- ✓ Defining customer personas
- ✓ Defining content marketing plan
- ✓ Establishing multiple channel amplification

### ACTION

Manage content marketing and lead generation:

- ✓ Campaign & outreach plan, w/editorial calendar
- ✓ Create content assets including video marketing
- ✓ A/B test landing pages and site page templates with personalized onboarding docs, videos, and live assistance.

## ACTION PLAN

### CONTENT MARKETING STRATEGY

The content marketing strategy will integrate online communications to fuel lead generation and power inbound marketing to grow reach.

Intertwined ads, content, social sharing to drive viewers to landing page capture that trigger actions.

# 4 CONVERT

## Increase sales through CRO



### BUYER STAGE PURCHASE

**Capitalize on marketing** investment using CRO, marketing automation and remarketing to ensure relevance drives conversion.

- Key Measures:**
- ✓ Sales (on and offline-influence)
  - ✓ Revenue/Profit
  - ✓ Average Order Value

## INCREASING CONVERSION

This is the conversion from lead to sale. It involves getting the audience to take that vital next step which turns them into paying customers whether the payment is taken through online Ecommerce transactions, or offline channels.

## STRATEGY

Create an approach for conversion rate optimisation

- ✓ Define online conversion rate optimisation (CRO) approach
- ✓ Define how key online communications (search, email, social, mobile) drive sales
- ✓ Define offline integration paths to purchase

## OPPORTUNITY

Review focus to increase conversion to sale

- ✓ Create and review site conversion funnels and paths to purchase (online and offline) and quantify targets for incremental revenue
- ✓ Review multichannel (omni-channel) interactions to increase revenue per visit
- ✓ Review analytics and customer feedback

## ACTION

Manage continuous improvement of conversion

- ✓ Implement CRO through test plan for A/B and multivariate site tests and experiments
- ✓ Implement lead retargeting program using site personalization, display retargeting and behavioural email programme
- ✓ Optimise ROPO behaviour (Research Online-Purchase Offline)

## ACTION PLAN

Set up a CRO (Conversion Rate Optimization) program to measure conversions from A/B testing

Structured tests will optimize the website(s) to maximize online sales or referrals to/from other channels.

This stage involved robust interaction vis the CRM -- emails, phone calls, online demo onboarding.

# 5 ENGAGE

## Build customer loyalty and advocacy



### BUYER STAGE ADVOCACY

**Thrilled customers are key** to social media marketing, social proof, repeat sales and referral  
Start your marketing here!

#### Key Measures:

- ✓ Repeat Purchase (Lifetime Value)
- ✓ Satisfaction and loyalty
- ✓ Advocacy

## IMPROVING CUSTOMER ENGAGEMENT

This is long-term engagement to develop a relationship with first-time buyers to build customer loyalty as repeat purchases using communications on the site, social presence, email and direct interaction. We're also looking to build advocacy or recommendations through 'word-of-mouth' via reviews and social sharing.

### OPPORTUNITY

Review potential to increase customer activity levels

- ✓ Review customer loyalty using RFM analysis for interactions and sales. Quantify incremental revenue potential
- ✓ Review customer satisfaction drivers
- ✓ Review effectiveness of customer communications

## STRATEGY

Define plan to improve customer retention and engagement

- ✓ Create customer engagement plan
- ✓ Create online personalisation and merchandising plan for incremental revenue
- ✓ Create customer contact plan (email marketing and social media marketing)

## ACTION

Implement online customer communications plan

- ✓ Implement or refine personalization rules on desktop, mobile, and ticket system
- ✓ Customer onboarding including event-triggered personalized emails and newsletters
- ✓ Manage social media and email campaigns for customer engagement and advocacy

## ACTION PLAN

Customer Lifecycle Communications Plan

Map all customer touchpoints to create a plan to use Marketing Automation to deliver personalised relevant messages by Email, Social Media, Web, and SMS.

Deliverable: *Customer Retention Plan*



# Measure & Adjust

## Ongoing assessment

While following the aforementioned setup the DineVite journey has just begun.

With customer acquisition and retention efforts underway, we'll integrate our strategies and messaging across our product platform website .me and .VIP, and mobile apps.

Surrounding all those efforts will be touchpoints to leverage press releases and press coverage of progress to bring the investment community into our communications hub to create a 360 self-generating environment, with one igniting the other.

## ACTION PLAN

Review Digital Marketing Capability and our Personal Digital Skills.

Measure how we stack up against others with assessments for each part of the RACE planning system, and adjust accordingly.

It's a marathon, not a sprint, driven by data models vs. actual performance.

## MILESTONES

### Short-term 2020

- Setup Communication systems
- Establish protocols
- Investment materials
- Marketing materials
- Setup reporting systems
- MVP Completion and launch
- Onboard 1,000 Restaurants
- CLC Plan
- Onboard 100,000 consumers

## EXPERT MEMBER TEAM

Eddie Fahmy - CEO    Jim Stearrett - CFO  
Bruce Dugan - COO    Mario Delfino - CTO  
Matt Harddon - CSO    David Ciancio - CMM  
Pierce Mattie - PR  
Incognito Worldwide - Marketing

## BENCHMARK APPROACH

- Test
- Analyze
- Adjust

## TOOLKIT

PM - <https://projects.inwwc>  
CRM - <https://HubSpot.com>  
Subscriptions - <https://zoho.com>  
Analytics:// <https://SEMrush.com>  
Email - <https://google.com>

**DINVITE**  
<https://Dinvite.me>