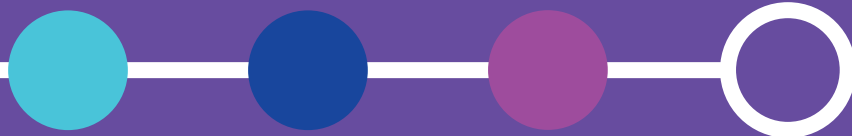


PRESENT THE PLAN



Congratulations! If you are reading this page, you have created all the components for your plan and now it's time to share the work.

There are three main areas to consider in presenting a plan:

- What are the presentation options?
- What is the purpose of the plan?
- Who is the audience?

Let's explore each of these, but first it's useful for you to better understand your favourite learning style which may influence how you prefer to receive presentations.

Learning styles are recognised as being visual, aural, read/write and kinaesthetic (VARK), and the challenge is that your learning style might not be the same as that of your audience! Once you understand your style, you may also realise that this is why you are biased towards slides, lectures or videos.



8.1 Discover your learning style

Visit vark-learn.com to understand more about the different learning styles. The questionnaire is free to take and ranks the scores for your main preferences, which you can note here:

V

A

R

K

If you have some similar scores, this indicates a blended style. So you might like to read documents (R) with many images (V).

When you understand your learning style, you'll also realise that this may be the way you prefer to present information, but don't forget, the audience may have a different style.

Presentation options

Using the VARK systems, we know that many learners prefer imagery (visual), some like to listen to a presentation (aural), others prefer to review written material (read/write) and a smaller number prefer a hands-on practical experience (kinaesthetic).

You can see how social media has moved from the original Twitter posts – words only – to visual styles such as Instagram and a kinaesthetic approach using TikTok duets.

Using the VARK model, the presentation options include those shown in Table 8.1.

	Visual	Aural	Written	Kinaesthetic
Document	✓		✓	
Slides	✓	✓		✓
Podcast		✓		
Blog	✓		✓	
Video	✓	✓		
Infographic	✓			
Live presentation	✓	✓		✓

Table 8.1 Presentation styles based on the VARK model

The advantages and disadvantages of these presentation options depend on many factors such as:

- The amount of time available to complete the plan, considering your overall workload
- Your skill set in choosing one of these options, if you are the person that needs to prepare the material



8.2 Evaluate the presentation options

Consider the advantages and disadvantages of these different presentation options and add to this table.

	<i>Advantages</i>	<i>Disadvantages</i>
<i>Document</i>		
<i>Slides</i>		
<i>Podcast</i>		
<i>Blog</i>		
<i>Video</i>		
<i>Infographic</i>		
<i>Live presentation</i>		

However, regardless of your skill set – as you can always improve or enhance your skills – it's important to be aware of best practice, which is shown in Table 8.2.

Presentation option	Best practice
Document	Written documents should be well-presented, spell-checked and include a contents page and page numbers. The text should be in an easy-to-read font with sufficient space around the lines for better readability.
Slides	Less is more! Some presenters suggest 10–20–30 which is a maximum of 10 slides, a presentation of no more than 20 minutes and a font size at a minimum of 30.
Podcast	To record a good podcast, you need to write a script and rehearse in advance.
Blog	Preparing a blog article needs advance planning to consider the heading (title) and sub-titles to keep the reader until the end of the page. Some imagery may be used to break up the text.
Video	A video can include you as the presenter or can be an animated story. This requires a good script, as well as good sound and lighting.
Infographic	Successful infographics tell a story with a beginning, middle and ending. They should be simple and avoid over-use of colour, sticking to a simple palette.
Live presentation	Live presentations require a great deal of practice and often learning the script in advance.

Table 8.2 Best practice for presentation options

8.3 Improve your presentation skills

Search online for 'best way to present a...' and select your preferred option to gain more guidance as to the best and poor practice for your preferred presentation style.

Add your notes here:

You can find more space for notes in the Scribble Space at the back of the book!



Purpose of the plan and the audience

Having explored the different options available, let's consider why you've created this digital marketing plan and who the intended audience may be, as shown in Figure 8.1.



For an assignment

Teachers,
examiners



To showcase your
expertise online

Future employers



As part of your work for
a senior management
team

Current and future
employers

Figure 8.1 Purpose of the plan and the audience

Each of these purposes requires a different approach that's covered in this section.

For an assignment

The aim of the assignment is to pass a module. Your grade will depend on how closely you follow the instructions.

For example, an assignment usually states how many words or pages are permitted and the normal convention is to present the work as a report in a document. Table 8.3 shows the structure and key content needed when presenting a digital marketing plan for an assignment.

STEP	Key content
STEP 1 – ASSESS THE BACKGROUND	Two-page summary
STEP 2 – ANALYSE THE AUDIENCE	Two personas on two pages
STEP 3 – CREATE A DIGITAL MARKETING STRATEGY	Strategy statement summarized in a paragraph
STEP 4 – CONSTRUCT OBJECTIVES	Objectives linked to strategy in a table with an explainer paragraph
STEP 5 – JUSTIFY THE RESOURCES	Resources relating to objectives, stated in a paragraph with a summary budget
STEP 6 – BUILD THE ACTION PLAN	Gantt chart or online tool showing the plan
STEP 7 – EVALUATE THE PLAN	Table showing how the objectives will be evaluated

Table 8.3 Presenting a digital marketing plan for an assignment

To showcase your expertise online

To showcase your expertise online, instead of presenting a document, you might extract the key points from each part and present the digital marketing plan as an infographic with summary headings, as shown in Figure 8.2.



Annmarie's Advice

Check that you've covered all the requirements for the assignment – this may mean changing the headings, adding or removing content – if you miss a key part of the assessment, you miss out on valuable marks!

Digital Marketing Plan for Company A



1 - THE BACKGROUND



2 - THE AUDIENCE



3 - RECOMMENDED
STRATEGY



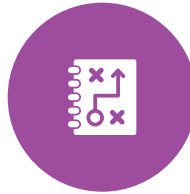
4 - OBJECTIVES



5 - RESOURCES



6 - ACTION PLAN



7 - EVALUATION

Figure 8.2 Digital marketing plan infographic

Other options include setting up a free blog account on [wordpress.com](https://www.wordpress.com) or medium.com and using this as a wider portfolio to showcase more of your work.

As part of your work for a senior management team

If this is a work project and you're expecting to present to a wider group of people, such as a senior management team, you need to take a slightly different approach.

The company already knows the background, so it can be better to prepare a formal Word document for those that prefer this – you've already done most of this – and to summarise key points on a slide deck. All you need are nine slides, as shown in Table 8.4.

STEP	Key content
STEP 1 – THE BACKGROUND	Summary on two slides
STEP 2 – THE AUDIENCE	Two personas on two slides
STEP 3 – RECOMMENDED DIGITAL MARKETING STRATEGY	Strategy statement summarised in a paragraph on one slide
STEP 4 – OBJECTIVES	Objectives linked to strategy in a table with an explainer paragraph
STEP 5 – RESOURCES	Resources relating to objectives, in a table on one slide A summary budget on another slide
STEP 6 – BUILD THE ACTION PLAN	Gantt chart or similar showing actions needed
STEP 7 – EVALUATE THE PLAN	Table showing how the objectives will be evaluated on a slide

Table 8.4 Presenting a digital marketing plan for work

Having considered the best ways to present a plan, let's explore the Zoom plan and examine how this could be presented.

Let's imagine the plan is being presented to the newly appointed group marketing lead. They're a busy person leading a global team. Using the power/interest matrix from [STEP 6](#), it's clear that the group marketing lead has a high level of interest in the plan and if I'm reporting to this person, they have a high level of power too, so the guidelines are to 'manage closely' and ensure they are kept informed of all the details. First, I'll assess what's needed, then I'll create the presentation.

STEP 1 – ASSESS THE BACKGROUND

Zoom will be aware of the impact of the 7Ps within the micro-environment as well as the PESTLE factors in the macro-environment, so it wouldn't be relevant to repeat those details. This information could be added as appendices to a written document. Additional information that may be useful in the presentation, such as the 7Cs applied to Zoom, could be displayed as an edited table on a slide.

STEP 2 – ANALYSE THE AUDIENCE

In this example, I'll present just one of the personas and I'll select the B2B persona as this is where the focus of the growth strategy lies. This will be presented on a slide, with images to make it more realistic.

STEP 3 – CREATE A DIGITAL MARKETING STRATEGY

A summary of the strategy will be presented on one slide with the different elements numbered, but clearly marked as a growth strategy.

STEP 4 – CONSTRUCT THE OBJECTIVES

The objectives will be summarised on one slide and I'll take out the ones that don't work (those focusing on 'launches' in countries). I can always mention this in a discussion.

STEP 5 – JUSTIFY THE RESOURCES

Rather than explain all the resources needed, I'll summarise the budget on one slide.

Having figured out what's needed and because I want to impress my new boss, I will:

- Prepare a slide presentation
- Practice how I will deliver this to an audience, including other team members
- Add my earlier content to a document, with appendices at the back to support my arguments

Figure 8.3 shows an example of how the presentation might look. This meets the first part of the 10–20–30 rule as it's fewer than 10 slides.



Annmarie's Advice

When creating any form of presentation, make sure you understand the purpose of the work and the audience!

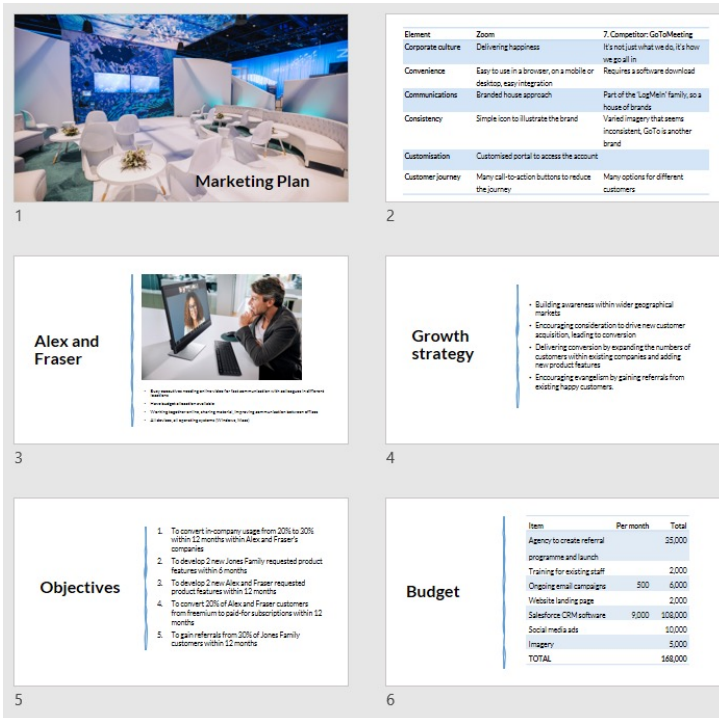


Figure 8.3 Example presentation of the Zoom action plan

Summary

Well done! You've reached the final stage and have created a digital marketing plan that you're ready to present, whether that's:

- For an assignment
- To showcase your work online
- As part of your work within a company

You have now learned the skills involved in creating a digital marketing plan and have:

1. Assessed the organisation's background
2. Analysed the audience and created personas
3. Created a digital marketing strategy
4. Constructed strong and SMART objectives
5. Justified the resources and presented a summary budget
6. Constructed the action plan
7. Evaluated the plan to ensure it will work
8. Prepared to present the plan

Don't forget to create a summary of your achievements and add this to your CV and online professional social media pages like LinkedIn.