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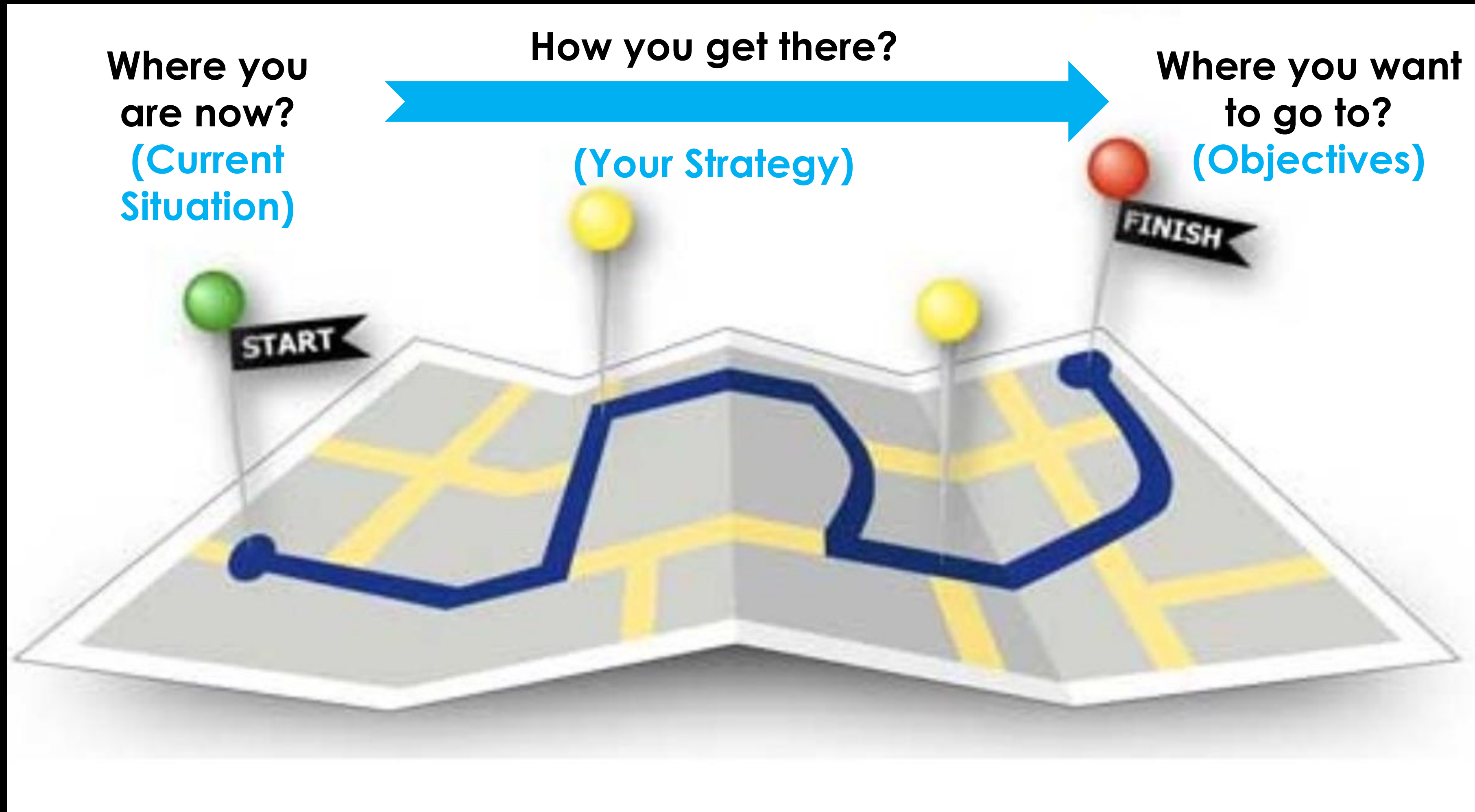
The A10 Marketing Framework

April 2019
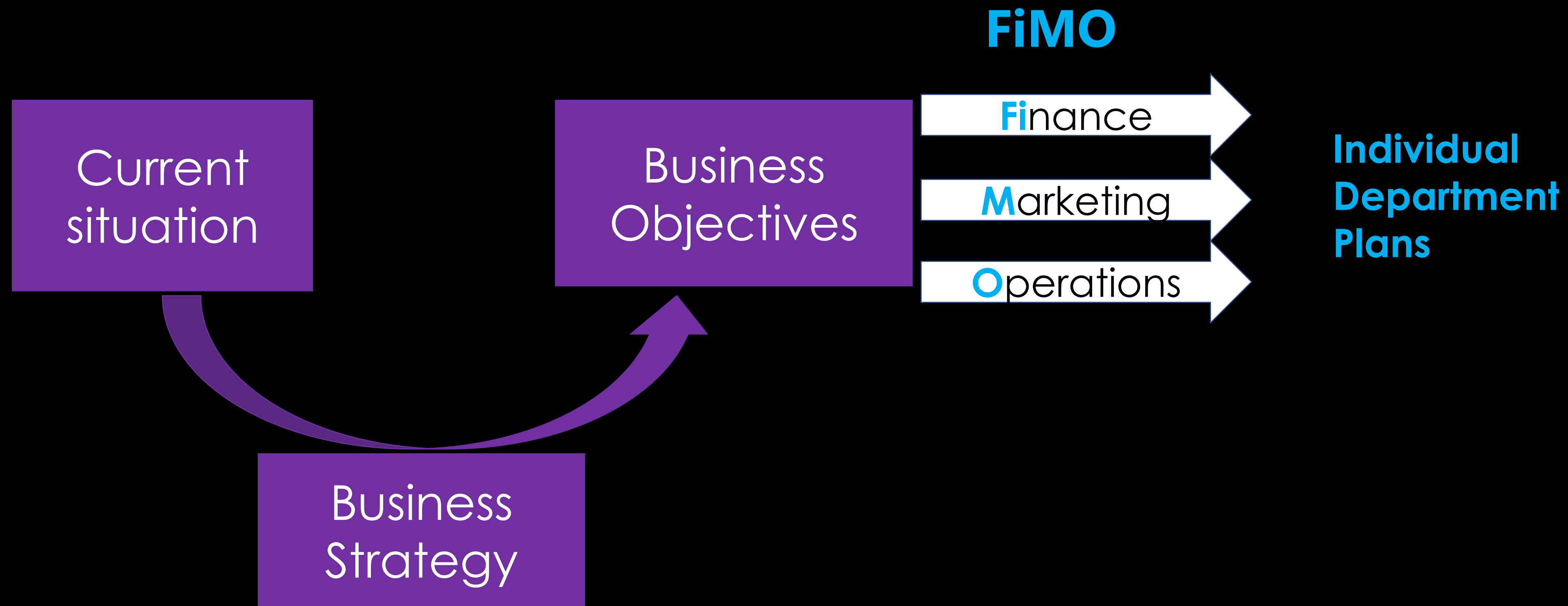
Different elements of creating a business and marketing plan

What is strategy?

Where you are now? (Current Situation)

How you get there? (Your Strategy)

Where you want to go to? (Objectives)

START

FINISH

Business planning process

FiMO

Current situation		Business Objectives

Business Strategy

Finance →

Marketing →

Operations →

Individual Department Plans

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Marketing Planning

Marketing situation

Marketing Objectives

Marketing Strategy

Product | Price | Place | Promotion | Physical Evidence | Processes | People

The Marketing Mix (The 7 P's)

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Promotional Mix (POET)
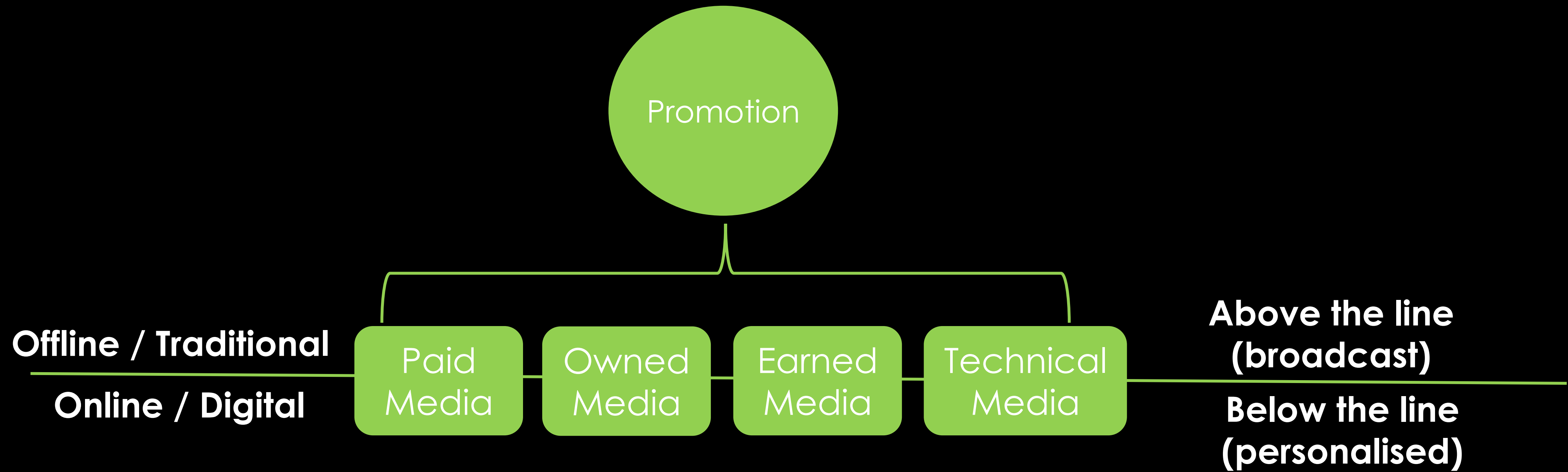
Promotional Mix (POET)

P
Paid Media
- ✓ Paid search
- ✓ Paid display
- ✓ Paid social
- ✓ Marketplaces ads & optimisation
- ✓ Ecommerce (incl. Affiliates, CSE)

O
Owned Media
- ✓ Search engine optimisation (SEO)
- ✓ Content marketing
- ✓ Social media
- ✓ Email and marketing automation

E
Earned Media
- ✓ Traditional and online PR
- ✓ Social media
- ✓ Community and reputation management
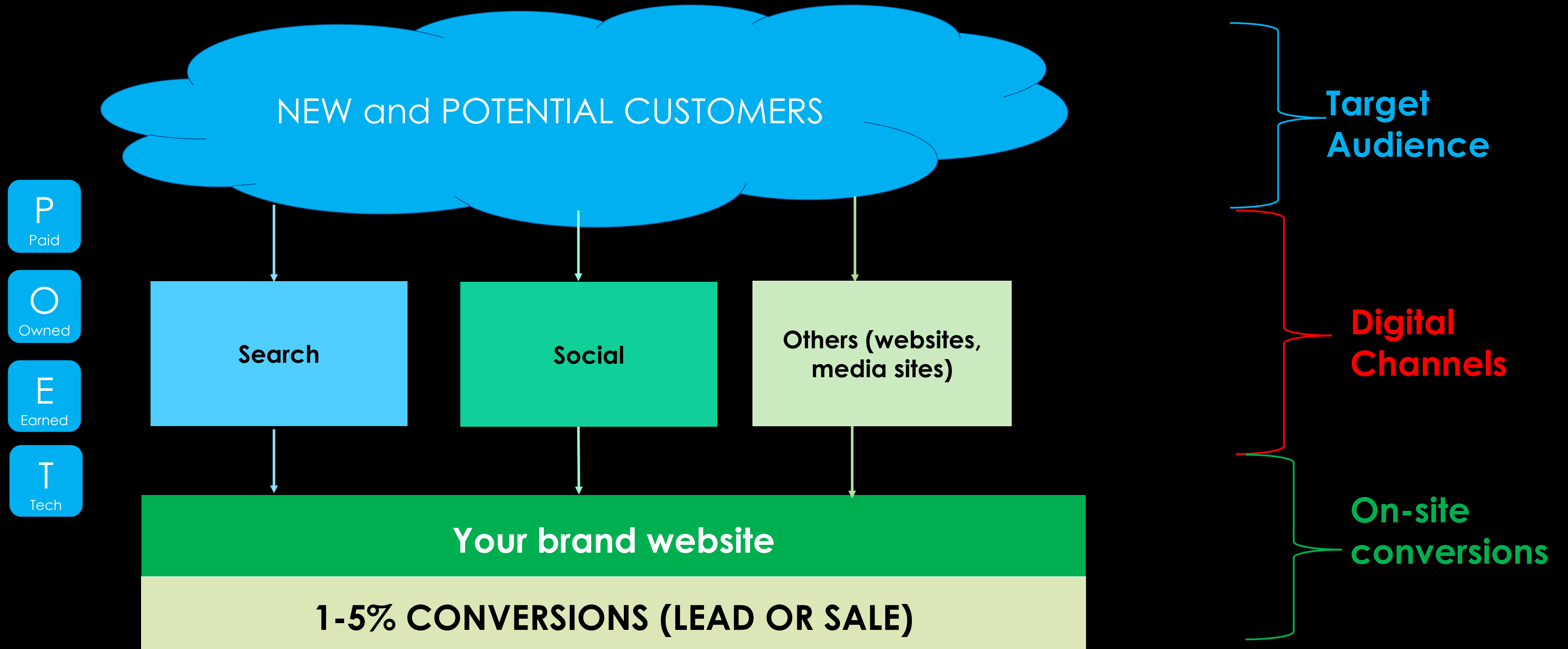- ✓ Influencer marketing
- ✓ Reviews and testimonials

T
Technical Media
- ✓ Voice search
- ✓ Chatbots
- ✓ Internet of Things
- ✓ AI and Machine Learning

Brand Awareness
Acquisition
Consideration
Conversion
Retention & customer service
Advocacy

Sales Funnel

Main digital channels

NEW and POTENTIAL CUSTOMERS

P Paid

O Owned

E Earned

T Tech

Search

Social

Others (websites, media sites)

Your brand website

1-5% CONVERSIONS (LEAD OR SALE)

Target Audience

Digital Channels

On-site conversions

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How do you create a plan with so many different elements?

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Planning Frameworks

SOSTAC® by PR Smith

Situation Analysis → Objectives → Strategy → Tactics → Actions → Control

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RACE

Reach
Act
Convert
Engage

The Smart Insights RACE Planning System for Digital Marketing

By

Smart Insights

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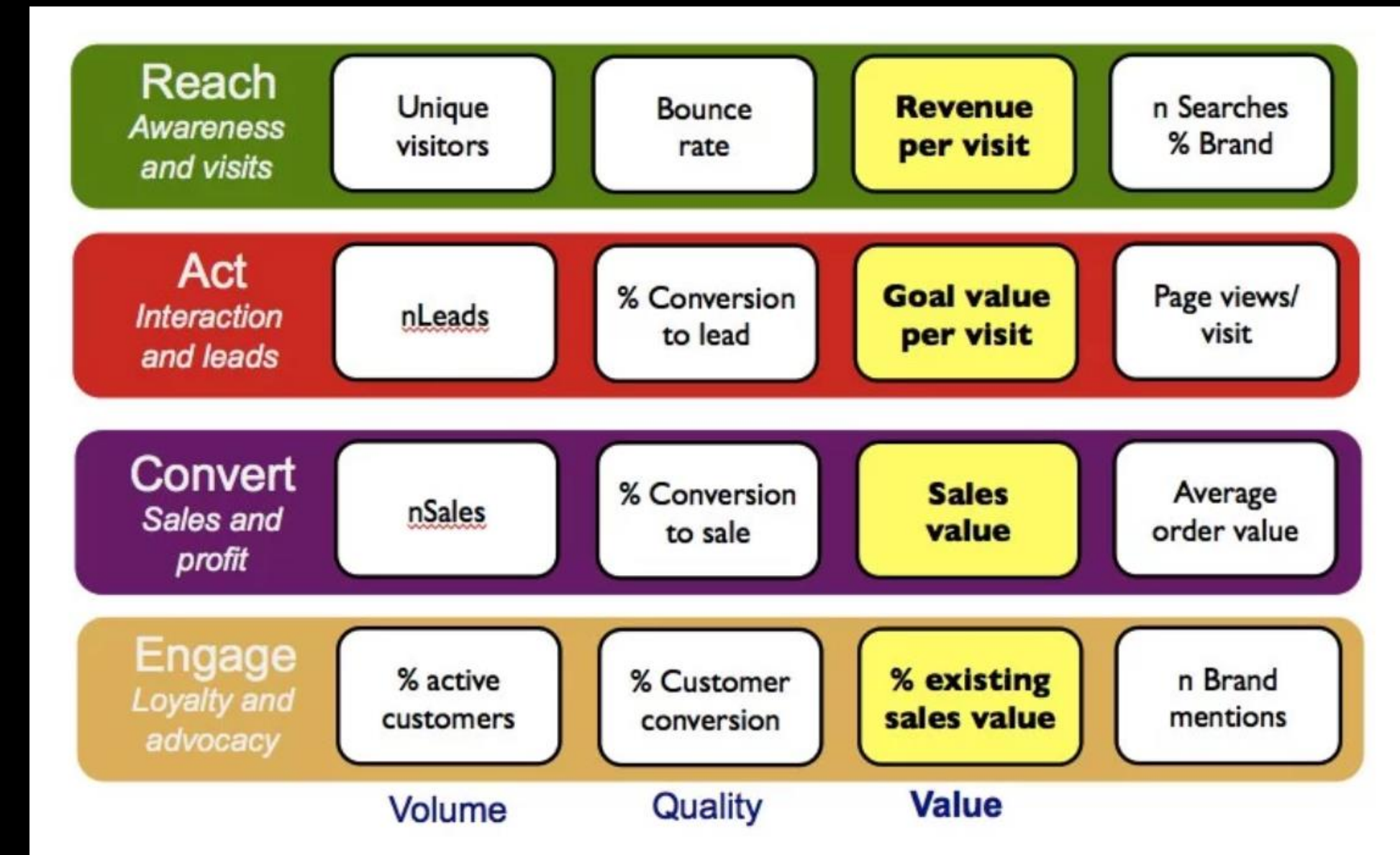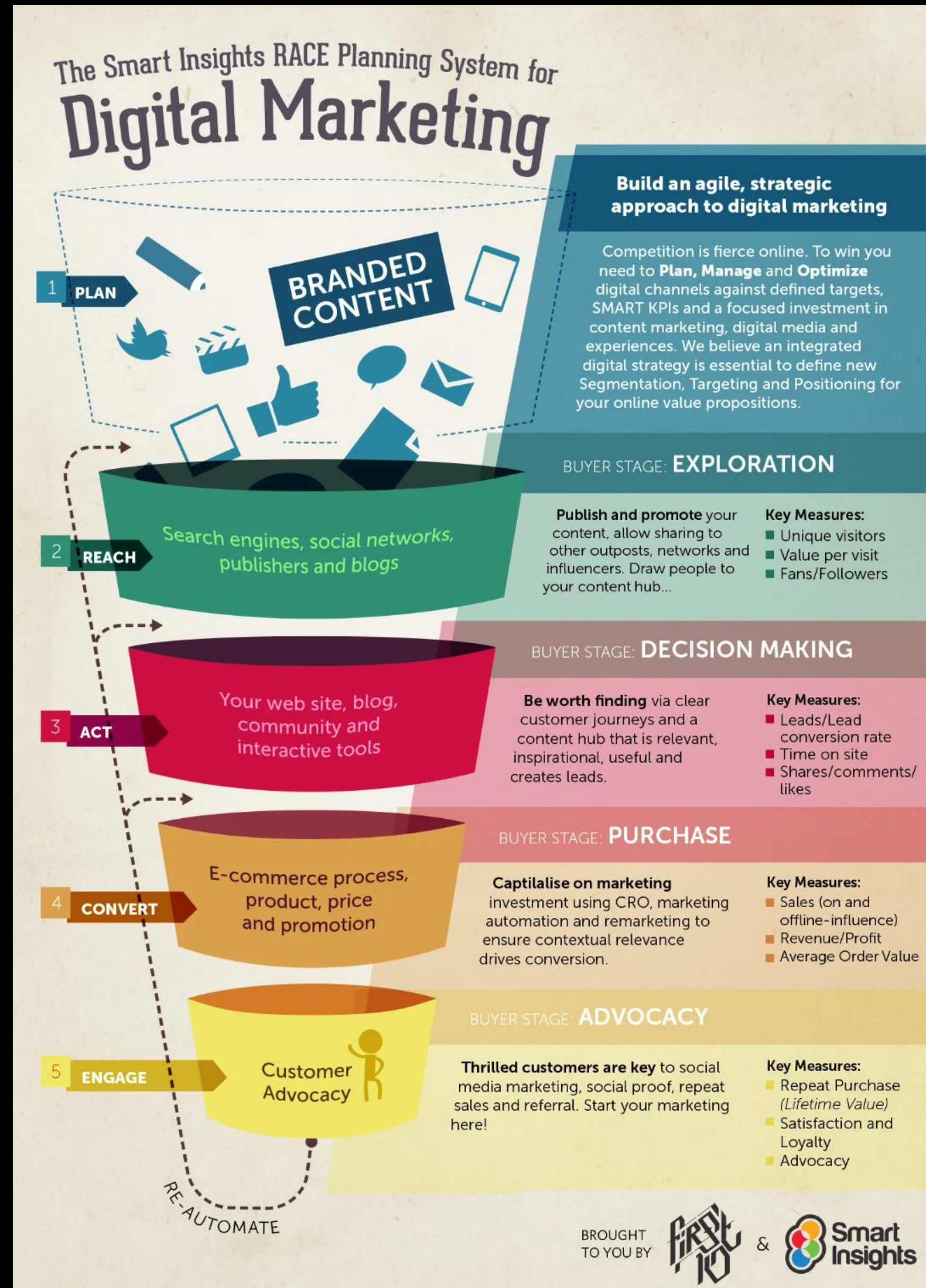
Introducing Anicca's
A10 Marketing Framework

"*The **A10 Marketing Framework** is a practical 10-step process that marketers can use to analyse, plan, implement and manage their marketing communications strategy*"

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Flexibility and practical use of the A10 Marketing Framework

Flexibility

- Can be used for **online and offline** marketing channels and works particularly well for **integrated multi-channel and omni-channel** campaigns

- The A10 Digital Marketing Framework can be used by **companies of all sizes and types**

- It will help your business to get the **basics right**, such as; website usability, trust signal, Analytics and brand consistency

- You can apply the same flexible framework even when **digital marketing technology changes**

Practical use

- Depending on the size and complexity of your business the A10 Digital Framework (including all the initial Analysis) can take between **5 and 10 days to complete**

- This does require that your **Analytics is set-up and reporting correctly** and that the necessary **diagnostic tools** are in place to record data and the effectiveness of specific channels

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How does it fit into the planning process?

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Business Plan

Current situation

Business Strategy

Business Objectives

Marketing Plan

Marketing situation

Marketing Strategy

Marketing Objectives

The Marketing Mix

Product | Price | Place | Promotion | Physical Evidence | Processes | People

Promotional Mix (POET)

Offline & Traditional

Online & Digital

Paid Media | Owned Media | Earned Media | Technical Media

Above the line (broadcast)

Below the line (personalised)

A10 Marketing Framework

1: Analysis | 2: Aims | 3: Audience | 4: Assets | 5: Awareness | 6: Acquisition | 7: Actions | 9: Attention/ Retention | 10: Advocacy | 8: Assessment

Key elements
of the
A10
Marketing
Framework

1: Analysis
2: Aims
3: Audience
4: Assets
5: Awareness
6: Acquisition
7: Actions
8: Attention/ Retention
9: Advocacy
10: Assessment

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Use the A10 steps to audit your site
and marketing activities –
by using our cheat sheet!

What I want to understand	Example of Analysis
Audience	
Who are my target audience(s)? Who are my current customers? Who visits my site and social profiles?	• Analysis of my website audience e.g. demographics and interest data in Analytics • Use of social platforms analytics to understand my website visitors, and my social fans or followers e.g. Facebook and LinkedIn analytics. Use of third-party audience tools like Mosaic
Assets (website)	
Do my customers like my site – what is their instant impression of my site (does the site load quickly, is the design attractive, is it easy to use and navigate)? Do they trust my site (are there reviews, case studies and other trust symbols)? Do they understand the content on the site, our message and proposition? Is the site easy to read, fresh, relevant and useful? Does the site work: is it fast, secure, and mobile friendly? Are there any errors or other technical issues? Does the site have the legal safeguards and messages required to comply with local and international legislation? What's the purpose of the site - did it achieve this?	• Initial Impression - Site speed, bounce rates – is there a problem? • Design and user experience (UX) vs competitors. Ease of use and navigation • Does the site have the relevant trust symbols? Are there 3rd party or on-site reviews? Is there evidence of positive user-experience e.g. case studies, testimonials? Is there any proof of credibility or thought leadership, such as awards, certifications etc? • Content - Presence of relevant content on the main pages or supporting content in guides/blogs. Types and formatting of the content for users and SEO. Problems with content, e.g. out of date, duplication, international pages, thin pages (with limited content) • Technical - Site speed, load times, Security (HTTPS), mobile performance e.g. responsive design, • SEO - Technical SEO including indexing, errors, site maps, robot.txt, On-page SEO and content, including tagging and body copy, Off-page SEO including inbound links and domain authority • Are the relevant legal elements present? Cookie policy, Privacy and GDPR, Terms and conditions, Accessibility, Ecommerce compliance (selling regulations specific to each country) • Following the review of the site, is the site fit for purpose and will it help you meet your objectives?
Assets (social presence)	
Where do I have a social presence and how big is my following? Are my social profiles set-up correctly and am I actively posting and communicating to my followers? What is my presence in the press?	• Presence of business pages/profiles on the top and sector specific social platforms; with a consistent, complete and verified profile • The size of your fan base on each profile, and the level of engagement by your fans/followers • Regular, varied and relevant content posted across the platforms
Assets (marketing collateral, ads & creative)	
Do my marketing assets, ads, content and video etc. get my message across to my customers?	• Review of all brand guidelines, marketing collateral, ads and content (text and multi-media), • Are they consistent, attractive and relevant? Are there any gaps, or do you need new assets?
Assets (marketing toolkit)	
Do I have a CRM and the necessary marketing management tools? Do I have the channel specific and 3rd party tools?	• Sales and marketing technology (CRM, email etc), quality of the data and how the tools are used (e.g. frequency and effectiveness of emails) • 3rd party or in-house tools, costs, effectiveness, frequency of use, alternatives, gaps and other requirements, such as staff training.

Awareness

Is my target audience aware of my brand (do you have a recognisable brand name? Am I using any brand building techniques such as display advertising, PR, social?	• Brand searches and visibility in search engines • Brand awareness using surveys and measurement techniques • PR and media coverage, Presence in Google My Business pages and directories • Social presence and activity

Acquisition

Can potential customers find the site in the search engines? What other ways can my site be found? Can customers buy my product and services away from my website, via marketplaces, or other channels and outlets (online or offline)?	• Analytics data to understand the sources of traffic • What are your rankings in the search engines (i.e. the organic, local, or paid results)? • Keyphrase rankings (vs competitors), levels of organic traffic and any changes over time • Effectiveness of paid campaigns (search, social and display) and other sources of traffic/channels • Performance of off-site acquisition, e.g. affiliates, marketplaces, social commerce (buy buttons) • Role of digital for offline customer acquisition e.g. calls, in-store, sales team, catalogues sales

Action

Is the site relevant to my customers, are there useful features and functionality, do they want to spend time on my site? Do they contact, call, buy or visit my business because of using the site - does the site make it easy to do this? Do I get actions/conversions on social media, marketplaces? Are any sales happening off-site?	• Analytics data to determine levels of engagement by type and source of user • The pages that users land on and engage with • How are you measuring conversions (on-site and off-site)? • The effectiveness of Call-to-actions, user experience (UX) and how you maximise conversions • Your conversion rates on your site by location, channel, device, type of user • Review of engagement and conversions on other channels, social platforms or marketplaces • Off-site conversion (in-store, phone, or sales staff). How is this being tracked and attributed?

Attention (and retention)

Do they find the site useful, do they spend much time on the site and do they want to return? How do they hear from me and continue our conversation and relationship?	• Analytics data on returning vs new users. Levels of engagement, effectiveness of content. • Use of retention strategies like remarketing, email and social media • Presence and use of Customer Relationship Management (CRM) or Marketing Automation Software (MAS). Customer service touchpoints, review of complaints and how you responded

Advocacy

Do my customers want to share, or review my site, products and service? Do I encourage or reward this? Where and what are they saying about me?	• Ability to share site content on social media or via other methods • How easy is it for users leave a review, what were the comments and your response? • Mechanisms on the site to recommend or refer friends and colleagues

Assessment

Is my tracking and reporting set-up correctly? Am I measuring offline conversions? Am I correctly attributing any cross-channel and cross-device conversions? Do I have the appropriate KPI and reporting dashboards for the business?	• Use of Google Tag Manager and the correct tagging and tracking (tracking code/pixels for website and ad platforms (and tracking external content and links using UTM/URL tracking • Analytics set-up and customisation • Use of call tracking, in-store tracking, offline sales (tracked in CRM), methods to integrate this with website Analytics and Google Ads • Conversion attribution within ad platforms, across devices and analytics • Dashboards and visualisation of data from multiple sources, use of KPI and management reports

Creating your personas (target audience)

About Mary

- Mary is 30-40, and the marketing manager for a large national brand
- She is a chartered marketer and has always worked in traditional marketing roles, working in-house in larger organisations and PLCs
- She has a couple of executives who work for her, updating the (ecommerce) website, plus mailshots to existing clients and creating some posts on Facebook and Twitter
- She is worried that her team now knows more about digital than her

Requirements

- Mary is now responsible for managing the website and all digital channels – she holds the marketing budget for all her division
- She has to grow online sales from £10k/month to £100k/month, with an online budget of £10k/month
- She currently reports directly to the MD but has been promised a board/more senior position if she hits her targets within 18 months
- She wants a mix of strategy, training and implementation

Solution

- Mary wants an agency to help her with the strategy as well as implementation
- The agency must be able to develop her skills and those of her team
- Mary is a fast learner, she is also very loyal and is looking for a long term partner
- The agency has to have a broad range of expertise with a fast and flexible approach, including out of hours and over Christmas
- Mary is worried about budgets and ROAS - in the long term she would like to do as much work in-house as possible and use the agency for the difficult bits

Lots of tools and tips

Free site-graders and diagnostics

Site Graders		Analyser and SEO management software	
Online tools where you simply enter the URL of your site (and possibly some keyphrase and competitors' domains)		A free cut-down version of the paid tools. You will need to create an account and there may be time limit to the free trial.	
Neil Patel	https://neilpatel.com/seo-analyzer/	SEMrush	https://www.semrush.com/lp/site-audit-2/en/
HubSpot	https://website.grader.com/	Moz link Explorer and keyword tool	https://moz.com/community/join
Silktide	http://nibbler.silktide.com/		Free tools can be accessed here: https://moz.com/free-seo-tools
Woo Rank	https://www.woorank.com/	Screaming Frog	https://www.screamingfrog.co.uk/seo-spider/
UpCity	http://app.upcity.com/free-tools/seo-report-card	Similar Web	https://www.similarweb.com/pro Also has app and industry analysis tools
Web Page FX	https://www.webpagefx.com/seo-checker/		
SEO Workers	https://www.seoworkers.com/tools/analyzer.html	Seobility	https://www.seobility.net/en/
Lipperhey	https://www.lipperhey.com/en/signup/	Browser plug-ins	
Dareboost	https://www.dareboost.com/en	Add the plug-in to your browser. You will see an assessment of each page you visit (or the search results page in Google)	
Site Liner	http://www.siteliner.com/		
Varvy	https://varvy.com/	Moz	https://moz.com/products/pro/seo-toolbar
SEO Tester Online	https://www.seotesteronline.com/	SEO Quake	https://www.seoquake.com/index.html
Clarity Checker (for content)	http://www.claritygrader.com/	SEO Book	http://tools.seobook.com/seo-toolbar/
Google mobile speed	https://testmysite.withgoogle.com/	Google Lighthouse	https://webmasters.googleblog.com/2018/02/seo-audit-category-in-lighthouse.html?m=1
W3C code checker	http://validator.w3.org/		
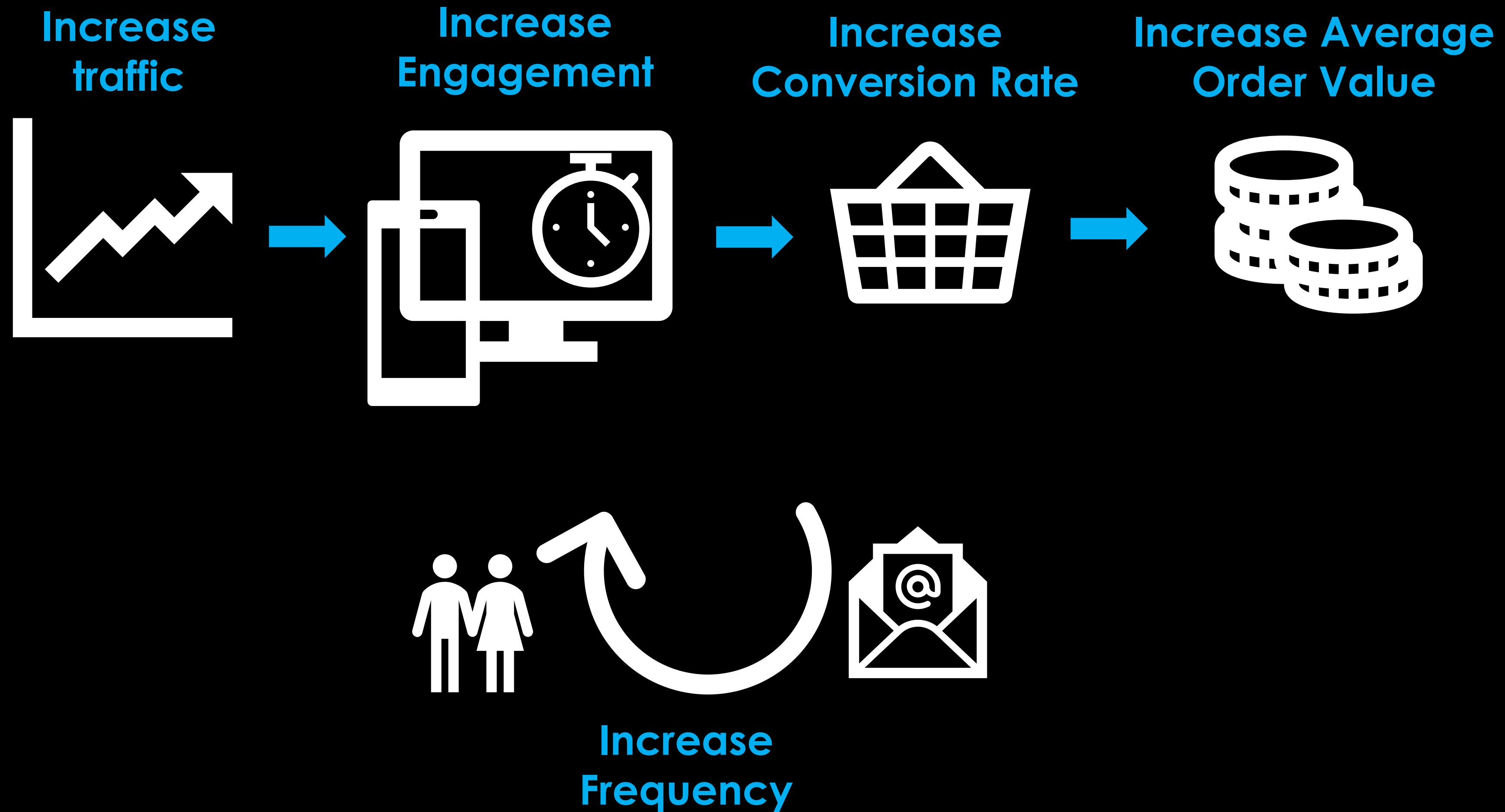
Data and dashboards

Source of data by website type
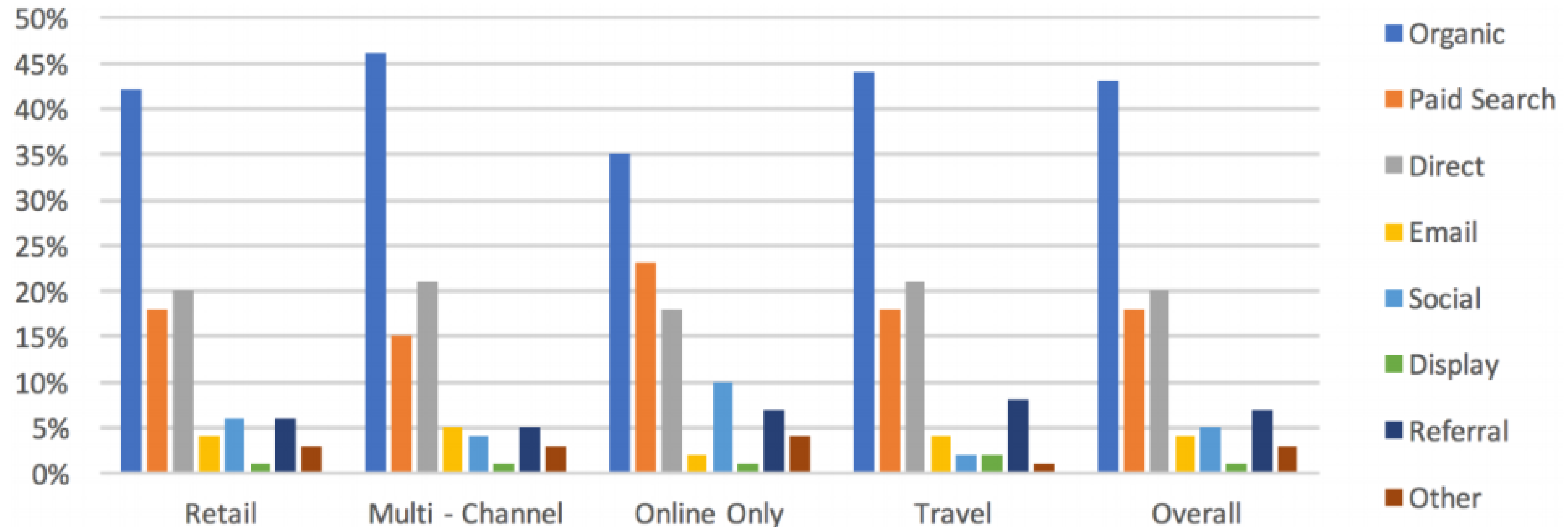
Dashboard created in Data Studio

Get your copy of the guide now!

https://anicca.co.uk/a10-marketing-framework/

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