



TOPIC: DIGITAL AGENCY MANAGEMENT

DIGITAL AGENCY MANAGEMENT : COMMUNICATION PLAN & MARKETING STRATEGY

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INTRODUCTION:

Digital agencies place a greater emphasis on marketing businesses, products, and services in the digital world. A digital agency can serve any business, ranging from start-ups, SaaS companies, entrepreneurs, and local small businesses to multinational corporations, B2C or B2B brands, depending on its team size and expertise, as well as the industry and niche it operates in. A digital agency may be specialized in multiple areas, or it may offer comprehensive services.

What is Digital Agency?

- Freelancers who provide services using the concept of crowdsourcing.
- It ranges from small teams to large organizations with full-time workers.
- Type of firm that sells skills and expertise online.



What types of services do digital agencies offer?

- **Digital marketing.**
- **Web design and development services.**
- **App design and development.**
- **Software development.**
- **Branding.**

Benefits of Digital Agency?

- **Skills & Expertise:** The agency makes greater efforts to acquire new skills. With a team of experts by your side, those with years of experience can assist you and complete the task efficiently. In addition, they know what works best for each client, so if one method fails, they will only waste time attempting another one once they find the optimal fit.
- **Consultation:** You receive guidance and recommendations for nearly every aspect of your project.
- **Coordination:** Diverse members are assigned distinct tasks managed internally.
- **Scalability:** You can begin with only one employee managing your account. However, once you succeed, you can easily expand your team to include specialists in various fields. For instance, if you hire another individual to handle content creation, that individual will join your existing team.

DIGITAL AGENCY MANAGEMENT :



Digital agency management is the management structure of a digital agency company. There are several factors that influence the form of digital agency management, namely centralized, decentralized, integrated, geographical, functional, flexible, product-based, market-based, funnel-based, and process-based.

Type of digital agency entity

- Sole proprietorship
- Partnership
- Limited liabilities partnership (LLP)
- Private limited company (Sdn Bhd)
- Public limited company (PLC)
- Company limited by guarantee
- Foreign companies



Essential roles within digital agency management

- **Digital marketing director** oversees and plans all digital marketing projects
- **Digital marketing manager** creates and oversees internal or external digital marketing strategies.
- **Digital marketing executive** carries out the digital marketing daily operations.
- **Digital account manager** works as a consultant and project manager in communication with the client and digital marketing experts.
- **Marketing strategist** creates the company's complete content marketing strategy, from content ideas through development, delivery, and assessment.
- **Data analyst** evaluates performance across all digital channels, then produces thorough reports with suggestions for improvement.
- **SEO specialist** analyses a website's organic search engine rankings and makes sure it is tailored to appear at the top for particular keywords.
- **Social media manager** organizes and monitors the company's entire social media marketing strategy.

COMMUNICATION PLAN:

A **communication plan** is a written plan or schedule that offers public relations and marketing teams a unified framework for developing their messaging. Also, it is created for everyone is aware of who has to be contacted when or by which stakeholders.

Public Relations



Build relationships with the target audience, which can be stakeholders or anyone can influence stakeholders by identifying the types of stakeholders such as customers, shareholders, employees and others.

Gain further understanding of targets with social monitoring. This is because trend changes will affect behavior and this will affect your communication with stakeholders.

Outreach Plan

The outreach plan outlines the channels that will be used to communicate with each target audience as well as how will be reached.

Media can influence how people and organisations in your company, so with a strong media relations programme is important to any communications strategy.

Types of media:

- Social media
- Internal newsletter
- Digital ads
- Online media



Brand and Advertising

Online Branding and Advertising

Advertise your brand using unique targeting by focusing on targeted audiences and tailoring advertising messages using channels that communicate to audiences.

- Search Engine Marketing (SEM) Advertising
- Display Advertising
- Pop-Ups Ads
- Emails Ads

Websites

- Website is one of the tools to further expand your brand and advertising.
- Keeping your website attractive in terms of web design is essential to attracting new customers.
- It also helps prevent skilled digital marketing agencies from missing out on potential opportunities by not presenting a modern look that reflects their company.

Social Media Marketing

- Posting pictures, videos, and other that represent your brand to attract your audience.
- Following and engaging with your followers and customers to build a community around your brand.
- Give respond (comments, shares, likes)

MARKETING STRATEGY:



What is marketing strategy ?

- A digital **marketing strategy** is a plan for creating an online presence through platforms like social media, paid search, organic search, and other web-based mediums like websites. A digital marketing strategy's objective is to raise brand awareness for the firm and draw in new clients.
- A digital marketing agency may offer a wide range of services, such as influencer marketing, pay-per-click (PPC) campaigns, social media advertising, email marketing, and more.

How can digital agency help in the marketing strategy of a company?

Formulating and carrying out a digital marketing plan

- Agencies can employ techniques like audience and team research, understanding client needs, and knowing where and how to advertise the company, to establish a strategy.
- Work with other agencies to develop a precise marketing strategy that will help you meet both short- and long-term objectives.

Use the key message statements to position the company.

- To make it simpler for customers to find the goods and services they provide, the business must decide how best to sell its goods and services.
- In order to explain products and services to clients, prepare vision and purpose statements, guidelines, messaging, etc. Key branding positioning also includes short slogans and clear, succinct, and benefit-oriented value propositions.

Plan, carry out, and report any campaigns or activities undertaken.

- A digital marketing agency may provide services like authoring blog posts, product descriptions, and website text. Digital businesses can offer designers to produce pertinent illustrations for things like social media activity.

Improve the website's performance for better business results

- Improving a company's exposure and rating in search engine results through optimising websites, which includes SEO audits, link development, and thorough analytics reports.
- Incorporating safe options, streamlining the checkout process, and strategically positioning call-to-action (CTA) buttons.

Types of digital marketing channels

Web advertising : The hub of all digital marketing initiatives is a website. It serves as the medium for web marketing and is a very potent channel. It covers brands for goods and services that are simple to understand and recall.

Pay-per-click marketing : Through paid adverts, pay-per-click advertising enables advertisers to access internet users on various digital platforms. Marketers can give customers who are looking for phrases linked to products and services applications like LinkedIn, Pinterest, Facebook, and display ads. The most often used platforms are Facebook Ads and Google Ads.

Content Marketing : Reaching potential clients through content consumption is the aim of content marketing. Typically, content is published on a website and promoted using social media, SEO, and other channels. It contains infographics, podcasts, webinars, e-books, blogs, and more.

CONCLUSION :



Digital agencies place a greater emphasis on marketing businesses, products, and services in the digital world. A digital agency can serve any business, ranging from start-ups, SaaS companies, entrepreneurs, and local small businesses to multinational corporations, B2C or B2B brands. Among the advantages of a digital agency are skills and expertise, consultation, coordination, and scalability. In conducting business, digital agencies offer digital marketing, web design and development services, app design and development, software development, and branding.

When running a digital agency, they need to have digital agency management because it affects the digital form of the digital agency. There are several types of business that can be run when doing a digital agency, namely Sole proprietorship, Partnership, Limited liabilities partnership (LLP), Private limited company (Sdn Bhd), Public limited company (PLC), Company limited by guarantee, and Foreign companies. While managing this digital agency, each member has to play an important role as Digital marketing director, Digital marketing manager, Digital marketing executive, Digital account manager, Marketing strategist, Data analyst, SEO specialist, and Social media manager.

Public relations is building relationships with the target audience, which can be stakeholders or anyone can influence stakeholders by identifying the types of stakeholders such as customers, shareholders, employees and others. Advertise your brand using unique targeting by focusing on targeted audiences and tailoring advertising messages using channels that communicate to audiences. A digital marketing agency may offer a wide range of services, such as influencer marketing, pay-per-click (PPC) campaigns, social media advertising, email marketing, and more.

A digital agency can help in the marketing strategy of a company like formulating and carrying out a digital marketing plan which agencies can employ techniques like audience and team research, understanding client needs, and knowing where and how to advertise the company, to establish a strategy, Work with other agencies to develop a precise marketing strategy that will help you meet both short- and long-term objectives. Key branding positioning also includes short slogans and clear, succinct, and benefit-oriented value propositions. Thirdly, plan, carry out, and report any campaigns or activities undertaken which a digital marketing agency may provide services like authoring blog posts, product descriptions, and website text.



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