



**UMS**  
UNIVERSITI MALAYSIA SABAH

# DIGITAL AGENCY MANAGEMENT

COMMUNICATION PLAN & MARKETING STRATEGY

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# DIGITAL AGENCY MANAGEMENT

COMMUNICATION PLAN & MARKETING STRATEGY



## INTRODUCTION

A communication strategy is a policy-driven method to giving specific information to corporate stakeholders. Communication plans are often used in corporate settings to ensure that all stakeholders are up to speed on the status of projects, goals, and objectives. They are also essential components of incident response and business continuity (BC) planning.

A marketing strategy, on the other hand, refers to a company's entire game plan for reaching out to potential customers and converting them into clients of its goods or services. A marketing plan includes the value proposition of the organization, important brand message, statistics on target consumer demographics, and other high-level aspects. In this digital agency management, a comprehensive marketing plan addresses the four Ps of marketing: product, pricing, location, and promotion.

## Digital Agency Management

### ETHICS IN THE WORKPLACE

The practice of applying moral principles, behavioral standards, or a value system to appropriate workplace behavior, both individually and in the context of a group setting. The practice of ethics enables one to distinguish between what is morally correct and what is morally incorrect. Every digital agency is different, but they should all strive for the following qualities: trustworthiness, respect, responsibility, fairness, and caring.

Aside from that, teams within a digital freelance agency must include individuals whose skills complement one another, and they must create synergy through coordinated efforts that allow each member to capitalize on their own strengths while minimizing any deficiencies they may have.

### **1. COMMITMENT AND TRUST**

All member who is a part of a digital freelance agency needs to have a complete dedication to accomplishing the company's objectives and mission. Everyone in the team needs to be able to have faith that everyone else is contributing their fair share of time and effort to achieving the organization's goals, and they need to be able to do so in order to fulfil their obligation to the group.

### **2. COMMUNICATION**

Teams working for digital freelance agencies must have open lines of communication in order to be successful. Team members should never be afraid to talk to one another about problems, challenges, and concerns, as well as suggestions for the tasks that they have agreed to perform.

### **3. DIVERSITY OF CAPIBILITIES**

Every member of a digital freelance firm must be capable of performing a wide range of tasks, such as designing logos, developing websites, writing, translating, and so on.

### **4. ADAPTABILITY**

The ability to bend and shape one's behavior in response to changing circumstances is critical for any team's success. Throughout the life of a team, its strategies, goals, tasks, workflows, and even its personnel may change.

### **5. CREATION OF FREEDOM**

Every member of the team at the digital freelance agency should be free to think creatively and should not be distracted by other team members. Provides a risk-free environment in which members can experiment without fear of negative consequences.

## BUSINESS MANAGEMENT

Even the most fundamental management skills are required to run a traditional business successfully. Management of a digital agency necessitates skills that are very similar to management of a traditional agency. When a business is small, the person in charge of management is frequently the same person who owns the business. As a result, in addition to management experience, a firm's owner must be able to effectively steer both the company and the business itself. A digital agency manager must have a solid understanding of business organization, finance, and communication, as well as a thorough understanding of their specific market and the technology and policies that are important to it.

The five essential management functions that are most closely related to management abilities are Planning, Organizing, Coordinating, Directing, and Overseeing.



# MARKETING STRATEGY

## BRAND AND ADVERTISING

### 1. **ONLINE BRAND AND ADVERTISING**

When it comes to online branding, it is primarily about the image or reputation that has been established in a business and overall experiences that will be based on services and communication. Whereas online advertising is a type of "paid for marketing" that uses internet platforms or channels to promote products and services such as social media platforms (Facebook, Instagram, Freelancer, WhatsApp, TikTok, Twitters, YouTube, Pinterest, and so on), banner advertising, native and display advertising, Google, Yahoo, and emails.

In a digital agency competition, the brand and advertising will represent the reputation because it will show that the digital agency is attempting to position itself among competitive who are other digital agencies in the market. In terms of brand and advertising, the digital agency should exert more effort by creating more professional profiles, as this will strengthen their qualifications, which will be considered in evaluations of digital agency reputations.



In this digital agency, branding and advertising will be referred to as two categories that will deliver quality experiences while also building trust. Quality experiences are delivered by being responsive, such as responding quickly to clients or offering service guarantees to potential clients. Building trust refers to a digital agency that can build trust from the brand and advertising by providing security, privacy, and familiarity to clients.



### 2. **SOCIAL MEDIA MARKETING**

In order to create effective Social media Marketing, digital agencies use two categories: vividness and interactivity. Vividness is richness and has various senses that stimulate the brand, which can be seen in color, pictures, or dynamic animations. Interactivity is defined as the "degree to which two or more communication parties can act on each other, the communication channel, and the messages, and the degree to which such influences are synchronized."

### 3. **WEBSITE**

To improve their marketing strategy, digital agencies should create websites such as <https://www.freelancer.com>, <https://www.upwork.com>, <https://www.crowded.com>, and others. There are numerous freelancer sites that focus on digital agencies as examples of digital agency sites to use to advertise services.





# COMMUNICATION PLAN

- **ONLINE BRANDING & ADVERTISING**

As a freelancer, we must create a professional profile that explains our skills and includes previous successful projects.

## 2. **BRAND AND ADVERTISING**

- **SOCIAL MEDIA MARKETING**

Because it is easier to connect with clients regardless of time and distance, digital agencies can offer their services on social media platforms such as Facebook, Telegram, Instagram, and WhatsApp.

- **WEBSITE**

Many freelance sites, such as Freelance, Upwork, and Crowded, are specifically designed for digital agencies. As a result, clients can use the platform to find services offered in project creation.



## CONCLUSION

Finally, digital communication has become so pervasive that it has replaced many face-to-face conversations and in-person contacts with adults and children while still developing the necessary interpersonal skills. Digital communication has largely replaced the social aspect of many people's lives. As a result, these people may devote less time to developing interpersonal skills and socialising. Adults and children are becoming accustomed to digital communication exclusively, and they may lose or never develop the ability to communicate with others in authentic social settings. As a result, people are less likely to develop interpersonal skills and form meaningful relationships as a result of digital communication.

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