

Applying Project Management to Digital Marketing Platforms

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Abstract

In this work, we focus on the application of project management processes to digital marketing platforms. The processes we are talking about are mainly oriented toward project charter, content planning, project content management, and finally WBS. According to the PMBOK (Project Management Body of Knowledge) guide, the use of WBS (Work Breakdown Structures) is extremely useful for breaking down a project into its constituent parts, facilitating evaluation work, ensuring better monitoring of project progress, and checking that final deliverables are in line with initial objectives. The key elements of this breakdown can be summarized as follows: (1) We can do something after the customer enters his email address ; (2) We can offer a coupon in exchange for an email address ; (3) We can do a demo to create a link between what the client wants and how the product can deliver that result ; (4) We can use the platform to find out whom the visitor is, or what they are interested in, and then direct them to the funnel that sells that thing ; (5) We can use the application funnel to entice people to buy the most exclusive high-end products. We can make a demo video of the new product, and then ask customers to join a waiting list for a chance to buy the product in the future. Finally, (6) we can use the client's feedback to learn how to better sell the product in the future.

Keywords

Digital marketing, project management operations and funnel model