

# Digital Marketing Strategy Template



## Summary

**Where is the business now and where do you want it to get to?**

## Company Snapshot

**Detail your service/product offering (elevator pitch)**

**What is your vision for the business?**

**What are your company values? List them:**

- 1.
- 2.
- 3.

## Goals

**Identify 3 SMART\* goals you'd like to achieve with your digital marketing activity.**

*\*Remember SMART = Specific, Measurable, Achievable, Realistic and Time-Based*

- 1.
- 2.
- 3.

### Examples...

- Generate 8 new leads per month
- Grow 1,000 social media followers per month
- Increase email subscribers by 500 each month

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## Target Audience

**Who is your current audience (clients/customers)?**

**Who is your idea audience (new clients/customers)?**

**Demographics (age, location, job role)**

**Psychographics (challenges, needs)**

**Company type (size, industry)**

*Identify any differences so you're clear on who you want to target now and consider them in everything you plan from hereon in.*

## Competitor Analysis

**Identify your top 3 competitors and outline what you think they do well that you can learn from and what not so well that you can improve upon.**

	Example	Competitor 1	Competitor 2	Competitor 3
Digital Marketing Channels Used	LinkedIn SEO Email Marketing			
Strongest Channel	LinkedIn			
Weakest Channel	SEO			
Audience	Tech Start-Ups			
Content	How-to guides & videos			
Social Followers	25,000			
Engagement	1%			
Frequency of posting	Daily (mon-fri)			

## Competitor Summary:

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## Current Situation

**What 3 marketing channels\* are you currently using most?**

*\*Reminder: a marketing channel is any medium you use to market your business, from SEO to Social Media or Email Marketing to Video Content.*

- 1.
- 2.
- 3.

**What has gone well for each channel and what could be improved?**

Marketing Channel	Good	Ways to Improve

## Customer Journey

**Outline the steps you think your prospects take before becoming a client of yours, considering each touchpoint of your digital channels;**

- Step 1
- Step 2
- Step 3
- Step 4
- Step 5

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## Marketing Channel Plans

How can you use each of the marketing channels available to capture, nurture and convert prospective customers at different stages in the customer journey.

Channel	Activity	Aim
<i>Example - Content</i>	<i>Blog writing</i>	<i>Capture more traffic via Google search for relevant queries</i>

## Roles & Responsibilities

To ensure your strategy gets actioned upon you need to define who will do what, list the people responsible for each task below:

Activity	Responsible
<i>Example - Blog writing</i>	<i>Jane</i>

## Frequency & Timings

Now you have the actions and the team in place it's about setting a cadence you can stick to and be consistent with, detail this below:

Activity	Frequency	Timings
<i>Example - Blog writing</i>	<i>2 per month</i>	<i>Publish on 1st &amp; 15th of month</i>

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## Reporting

*All the above is great and you're way ahead of most businesses if you've come this far but it's also important to ensure you regularly review and update your strategy. To do that effectively you need to have a reporting system with deadlines and timings.*

*NB. Remember to tie this into to your SMART goals created at the beginning to check you're on the right track.*

**How and when will you report on your marketing activity?**