

FREE TEMPLATE

Digital Strategy on One Page

A one-page canvas to map your objective, audience, and priorities, plus the channel matrix and 90-day plan to put it into action, so you stop trying to do everything at once.

For founders and small teams Fill in 20 minutes No email required

HOW TO USE THIS TEMPLATE

Three steps, one page, twenty minutes

This is a working document, not a design piece. Print it, or copy the layout into a doc, and fill it in with your team. It works best when it forces disagreement out into the open rather than staying vague enough that everyone can silently interpret it differently.

1

Fill in the strategy canvas on this page. Be specific: "Get 50 signups" beats "grow awareness".

2

Rank your channels on the prioritisation matrix on page 3, based on effort and expected impact.

3

Turn your top one or two channels into the 90-day plan on page 4. Everything else waits.

THE CANVAS

One-page strategy canvas

Fill in every box before moving to the matrix on page 3

OBJECTIVE The one outcome that matters most for the next 90 days	AUDIENCE Who specifically, not "everyone who needs this"
CORE MESSAGE One sentence you can repeat everywhere	SUCCESS METRIC The single number you'll check weekly
BUDGET AVAILABLE Total for the next 90 days, all channels	CAPACITY AVAILABLE Hours per week your team can realistically give this
WHAT WE WILL EXPLICITLY NOT DO THIS QUARTER The channels and ideas you are consciously parking, so nobody revisits them by accident	

CHANNEL PRIORITISATION

Channel prioritisation matrix

List every channel you are considering, then score effort and impact from 1 (low) to 5 (high). Priority channels are high impact, low-to-medium effort. Anything scoring low on impact goes on the "not this quarter" list on page 2, whatever the trend says.

Channel	Effort (1-5)	Impact (1-5)	Priority	Notes

Rule of thumb: pick no more than two channels to run at "priority" for this quarter. A third channel usually ends up squeezed to the margins and quietly drains time from the two that matter, without producing much in return.

A NOTE ON SCORING EFFORT AND IMPACT

Effort should include your team's actual skill and available hours, not the channel's theoretical difficulty. A channel that is "easy" for an agency can be a 5 for a two-person founding team with no design support.

Impact should be scored against the objective you wrote on page 2, not against vanity metrics. A channel that drives followers but not the outcome you defined scores low, however active it looks.

Ties: if a channel genuinely lands in the middle, treat it as "not this quarter" by default. The point of the matrix is to narrow focus, so ties go to focus, not to spread.

EXECUTION

90-day action plan

Break your top one or two priority channels into three months of specific, ownable actions. If a row does not have an owner and a date, it will not happen.

Month	Focus	Key actions	Owner	Budget
Month 1				
Month 2				
Month 3				

REVIEW CHECKPOINT (DAY 90)

Against the success metric on page 2: did we hit it, and does the plan for next quarter change as a result?

WORKED EXAMPLE

Example: filled out for an early-stage impact startup

A composite example, based on the kind of plan a small impact-driven team would realistically fill in. Use it to see what "specific enough" looks like, not as a template to copy.

Example org: environmental education platform, 3-person team, pre-seed

OBJECTIVE Get 40 schools to sign up for the pilot programme	AUDIENCE Secondary school science teachers in Germany aged 30-50
CORE MESSAGE A ready-made climate curriculum unit teachers can use without extra prep	SUCCESS METRIC Pilot sign-ups per week
BUDGET AVAILABLE €1,800 for the quarter	CAPACITY AVAILABLE 6 hours/week, split across the founding team
WHAT WE WILL EXPLICITLY NOT DO THIS QUARTER No paid social, no rebrand, no app, no conference sponsorships	

Channel	Effort	Impact	Priority
Teacher Facebook groups	2	4	Priority
Direct email to school science departments	3	5	Priority
Instagram	4	2	Not this quarter
Education conference sponsorship	5	2	Not this quarter

Why this works: two low-effort, high-impact channels get the team's full six hours a week. Instagram and conference sponsorship look appealing but score low on impact against the actual objective (school sign-ups, not general awareness), so they are parked rather than run at 20% effort.

WORKED EXAMPLE, CONTINUED

The same example, turned into a 90-day plan

This is the part most templates skip. Turning "email schools" into dated, owned rows is what actually makes a plan happen.

Month	Focus	Key actions	Owner	Budget
Month 1	List & first outreach	Build list of 200 target schools; send first email to 50	Founder A	€0
	Facebook groups	Join 5 teacher groups; post the pilot offer once a week	Founder B	€0
Month 2	Follow-up & iterate	Second email to remaining 150 schools; follow up non-openers	Founder A	€0
	Content for groups	Share one classroom-ready sample unit per week in groups	Founder B	€200 design
Month 3	Convert & onboard	Call every school that opened but didn't sign up; onboard confirmed pilots	Founder A	€0
	Referral push	Ask signed-up teachers to refer one colleague each	Founder B	€100 incentive

Review at day 90: against the target of 40 sign-ups, if email is converting better than the Facebook groups, month 4's plan shifts more of the 6 weekly hours to email and follow-up calls, and less to group posting.

Digital structure for small teams tired of improvising

WhatFits is a one-person consultancy based in Essen, Germany. Founders come to us to get a website, analytics, and a first channel set up properly, without being upsold into a bundle they can't yet use. No lock-in, no retainer for months with nothing to do, and every account stays in your name from day one.

Website builds on Webflow, from **€1,500** one-time · Ongoing support, from **€300/month**, pause any month
· Strategy or working sessions, from **€120/session**

Want a second pair of eyes on your plan?

A single mentoring session is often enough to stress-test your canvas and matrix before you commit a quarter of runway to it.

[Book a free call at makewhatfits.com](https://makewhatfits.com)