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Digital Marketing Plan

The Sample Company

# Developed by:Power Consulting Team



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1. Executive summary

*Describe your key findings and recommendations regarding digital marketing. Write a short overview of your plan. This is best done at the end, once you are clear on your approach.*

## 1.1. key Findings

## 1.2. Key Recommendations

2. INTRODUCTION

*Describe the purpose of your plan here (e.g. to improve your overall business, to secure a bank loan or to attract investors, to launch new products, etc.). Provide background information about the company, its history, its offline/online business, its key products and services, customers, and your overall marketing strategy.*

## 2.1. the purpose of the plan

## 2.2. background information

3. sitUation analysis

*Answer the first of the three central questions for the planning process:* ***WHERE ARE WE NOW****? Conduct SWOT analysis of the company’s website and its online presence. Create your website visibility report card and compare it with the competition. Make sure to draw important conclusions from the situation analysis.*

## 3.1. SWOT ANALYSIS

* Strengths
* Weaknesses
* Opportunities
* Threats

## 3.2. Website report card – Key FINDINGS (PROVIDE THE FULL REPORT CARD IN THE APPENDIX)

## 3.3. CONCLUSIONS

4. OBJECTIVES

*Answer the second of the three central strategic planning questions:* ***WHERE DO WE WANT TO BE?***  *In this section, you are supposed to set specific, measurable, achievable relevant, and timely (i.e. S.M.A.R.T.) objectives for your online marketing. Set your goals for different time periods.*

*Make sure to align your objectives: start with the desired key end-goals, such as a specific increase in profit and sales, then work "backward" and figure out how many online customers do you need to achieve your sales and profit targets. How much extra traffic on your site do you need to get target number of online customers? What level of website visibility and promotion will bring you the targeted traffic?*

## 4.1. profit (ONLINE)

## 4.2. sales (ONLINE)

## 4.3. traffic

## 4.4. website visibility / PROMOTION OBJECTIVES (E.G. SEARCH ENGINE RANK, SOCIAL MEDIA FOLLOWERS, ETC.)

## 4.5. other objectives

5. strategy

*Answer the last of the three central strategic planning questions:* ***HOW WILL WE GET THERE?*** *Make sure to have a clear idea of HOW you plan to create and sustain a competitive advantage and achieve your goals in the long run.

Describe the target market segment(s). Conduct SWOT (TOWS) strategy matrix of the website / online marketing in order to brainstorm a wide list of possible strategic options (such as SEO, PPC, e-Mail marketing, etc.). Finally, and most importantly, draw final conclusions in terms of your keys to online success, i.e. keys to create and sustain competitive advantage.*

## 5.1. target market

## 5.2. COMPETITIVE STRATEGY & POSITIONING

## 5.3. SWOT (TOWS) STRATEGIES

## 5.4. revenue model

## 5.5. SUMMARY: KEYS TO SUCCESS

6. tactics

*In this section, you should focus on WHAT actions you need to take to successfully implement your strategy.*

*Think how you want to improve the content and functionality of your website. Create a web site map, website wireframe, and visual layout of your future site.

Describe how you will promote your client’s website. Provide visuals such as SEO tables, screenshots of recommended PPC campaign setup, screenshots of recommended e-mail campaigns, etc. Put the main visuals in the body of the report, and the less important ones in the appendix.*

## 6.1. improving website content and functionality

## 6.2. search engine optimization recommendations / SEO Tables

## 6.3. online advertising (PPC)

## 6.4. social media marketing recommendations

## 6.5. other tactics (E.G. E-mail marketing, mobile marketing)

7. ACTION (Implementation)

*Describe how you will put this plan into action. What budget do you need for various activities described in the previous section? (tip: if it is easier estimate a certain number of hours for each activity and multiply by an hourly rate of $50-$100).

What time frame do you need for each activity? Who will be responsible to conduct each activity and/or to supervise the implementation? To improve clarity, make sure to use visuals (e.g. Gantt charts or tables).*

## 7.1. ACTION PLAN (activity schedule)

## 7.2. BUDGET

8. EVALUATION AND CONTROL

*Describe how you will track your performance over time in order to establish if you are making progress as planned. Describe the process: what will be measured, how, and when.*

 *Create measurable KPIs (key performance indicators) to align against objectives and stay on track. Consider KPIs that relate to your key objectives and tactic, such as your monthly website traffic, sales, conversion, number of new customers per month, number of new social media connections per month, monthly advertising cost against allocated budget, and similar.*

## 8.1. PROCESS

## 8.2. KEY PERFORMANCE INDICATORS