



Digital Marketing Strategy Template

1 – Introduction

Outline the current state of your Digital Marketing, identify areas for improvement, goals we'd like to achieve and how we are going to do this!

Mission Statement

We are using Digital Marketing as a tool to achieve the following goals:

Goal 1

Goal 2

Goal 3

Situation Analysis

First of all, we want to determine the health of our current marketing activities

We are currently using the following channels

Channel 1

Channel 2

Channel 3

Our experience so far has been:

Good

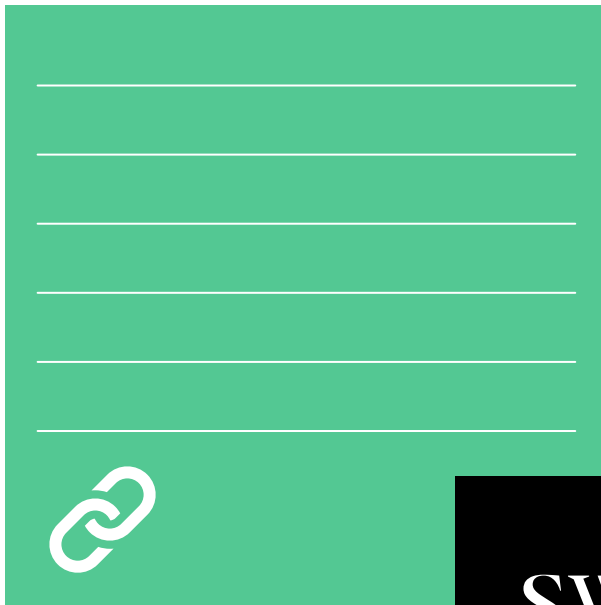
Bad


☐☐

SWOT Analysis

A SWOT Analysis will help us determine our business' internal Digital Marketing Strengths and weaknesses, as well as potential external opportunities and threats

Strengths






Weaknesses





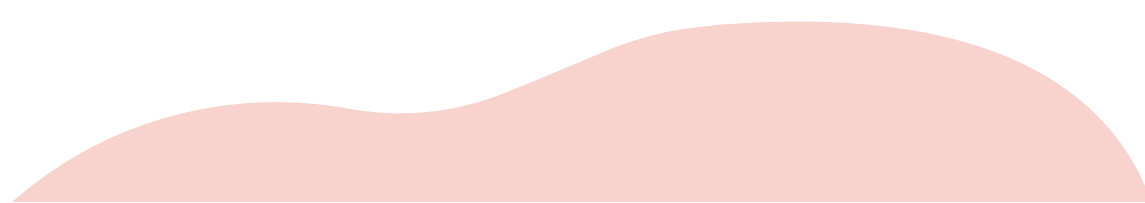
SWOT Analysis





Opportunity

Threats



2 – Competitor Analysis

Take a look at some of your top competitors in your niche - what are they doing and how is it working for them? Let's use the table below to guide us:

	Your Company (for comparison)	Competitor 1	Competitor 2	Competitor 3
Digital Marketing Channels				
Strongest Channel				
Weakest Channel				
Audience				
Content				
Branding				
Followers				
Engagement				
Frequency				

Competitor Analysis Summary:

3 – Target Audience

So we know what are goals are and what our competitors are doing, but who are we looking to target? Who's going to buy our product/service? Let's take a look!

Who is our current audience?

In order to optimise our future activity and determine the type of content we need to focus on, we need to understand who we are currently reaching out to on each channel

Channel 1

Channel 2

Channel 3

Who do we want to reach?

These are the people we want to connect and engage with on each channel - we want these to turn into conversions!

Channel 1

Channel 2

Channel 3

Buyer Persona:

We will create a buyer persona for each audience group (see example below)

Clark Andrews

AGE 26

OCCUPATION Software Developer

STATUS Single

LOCATION San Jose, CA


TIER Experiment Hacker

ARCHETYPE The Computer Nerd

Friendly

Clever

Go-Getter



"I feel like there's a smarter way for me to transition into a healthier lifestyle."

Motivations

Incentive	
Fear	
Achievement	
Growth	
Power	
Social	

Goals

- To cut down on unhealthy eating and drinking habits
- To measure multiple aspects of life more scientifically
- To set goals and see and make positive impacts on his life

Frustrations

- Unfamiliar with wearable technology
- Saturated tracking market
- Manual tracking is too time consuming

Bio

Aaron is a systems software developer, a "data junkie" and for the past couple years, has been very interested in tracking aspects of his health and performance. Aaron wants to track his mood, happiness, sleep quality and how his eating and exercise habits affects his well being. Although he only drinks occasionally with friends on the weekend, he would like to cut down on alcohol intake.





Personality

Extrovert		Introvert
Sensing		Intuition
Thinking		Feeling
Judging		Perceiving

Technology

IT & Internet	
Software	
Mobile Apps	
Social Networks	

Brands



4 – Digital Marketing Activity

This is where we start to build our strategy from everything we have researched!

We will conduct the following digital marketing activity:

Channel	
Primary Purpose	
Secondary Purpose	
Tone of Voice	
Budget	
Frequency & Timings	
Key Activities	
Brand Awareness	
Engagement	
Lead Generation	

SMART Digital Marketing Goals:

	Key Result	Target	DEADLINE
Goal 1			
Goal 2			
Goal 3			

Measurements & Review:

We will create a Digital Marketing report every...

We will review and update the Digital Marketing Strategy every...

Metrics & Analytics

These are the metrics we are going to analyse to track our goals...

Metric 1

Metric 2

Metric 3



Thank you for downloading our template
Happy Strategising

