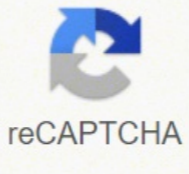
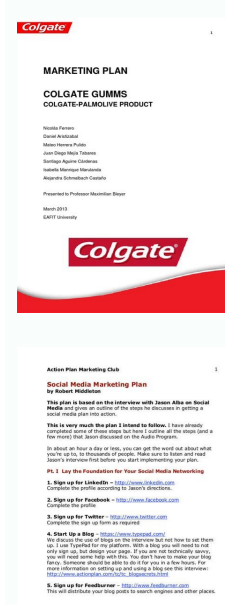




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Digital Marketing Planning Template

First things, first...

Digital marketing planning is no different to any other marketing plan, in fact it's increasingly strange to have separate plans for 'digital' and 'offline' since that's not how your customers perceive your business. However, we're often required to separate plans for 'digital' only based on the way teams and reports are structured and to help the transition to digital - before it becomes "business as usual". A common format helps align your plan to other marketing plans!

Some general advice to keep in mind when planning

- Focus on building a plan around the customer - not your products and tactics
- Situations and plans change, especially online, so ensure plans are usable by having a clear vision for the year and keeping real detail to a shorter term 90-Day focus
- Make plans fact-based and state assumptions, so they're easy for others to buy into
- Jargon light is best, again it helps others buy into what you're saying
- Keep plans up to date - monthly is more than enough
- There isn't a perfect plan, what's needed changes according to each business!

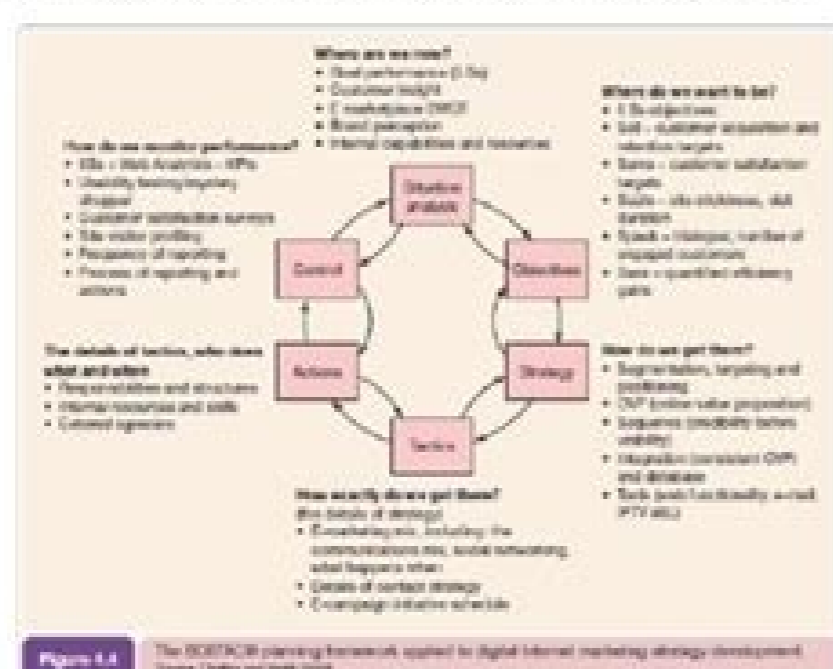
Creating the general structure

Knowing where to start is often the hardest thing when writing a digital marketing plan. So once you have a structure / framework to follow in a table of contents it's then almost a matter of filling in the gaps...

At Smart Insights we recommend the **SOSTAC™** structure developed by PR Smith, Dave Chaffey's co-author of *Marketing Excellence*. This is a great framework for business, marketing or digital marketing plans since it's simple and logical, so it's easy to remember and to explain to colleagues or agencies.

Each of the six areas help in separating out the key strategies, for example customer acquisition, conversion and retention.

That's the intro, you'll want to delete this bit in the other sections we have provided headings to help structure your strategy, with prompts to help your thinking in italics which you'll also want to delete.



About this document

We've created this since we've been asked so many times for it when giving training courses and consulting.

Digital Marketing Strategy Template. Source: Smartinsights.com

COMPETITORS' CONTENT ANALYSIS

NITRO CONSULTANTS

CONTENT INVENTORY

- 96 Blog articles
- 42 guest post contributions
- 10 videos on YouTube
- 913 Instagram posts

CONTENT AUDIT

They have many blog posts that receive significant traffic, get shared and referenced in other publications.

CONTENT AUDIT

Missing long-form case studies, in-depth trend analysis.

Focus on How-To guides, tips and tricks.

THE GROWTH GUYS

CONTENT INVENTORY

- 113 Blog articles
- 35 guest post contributions
- 11 videos on YouTube
- 996 Instagram posts

CONTENT AUDIT

They have many blog posts that receive significant traffic, get shared and referenced in other publications.

CONTENT AUDIT

Missing long-form case studies, in-depth trend analysis.

Focus on How-To guides, tips and tricks.

E&B CONSULTING FIRM

CONTENT INVENTORY

- 88 Blog articles
- 23 guest post contributions
- 7 videos on YouTube
- 879 Instagram posts

CONTENT AUDIT

They have many blog posts that receive significant traffic, get shared and referenced in other publications.

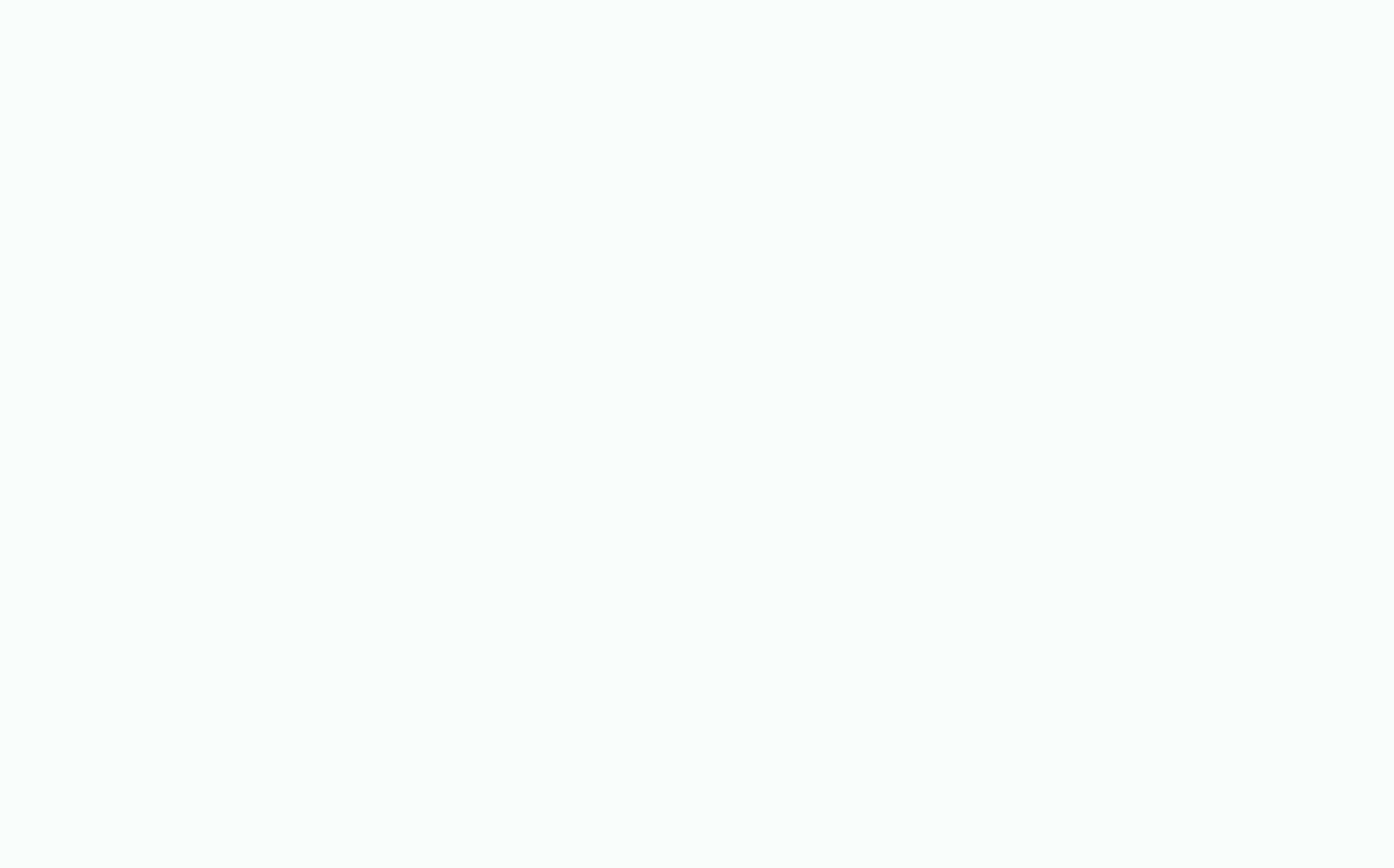
CONTENT AUDIT

Missing long-form case studies, in-depth trend analysis.

Focus on How-To guides, tips and tricks.



A marketing plan helps a company direct its advertising dollars to where it will have the most impact. The ultimate goal of a marketing strategy is to achieve and communicate a sustainable competitive advantage over rival companies by understanding the needs and wants of its consumers. Pro-business policies including tax cuts boosted the epic earnings growth in 2018.CC BY-SA 2.0/Dannels/Flickr Earnings RecessionWhen S&P 500 earnings decline on a year-over-year basis during two consecutive quarters, industry experts call it an earnings recession. CC0/geralt/Pixabay Many investors turn to CNBC stock market live for daily updates on the companies they’re watching. The rate sparked an economic recession that lasted from July 1981 to November 1982.CC BY 2.0/edalisse/Flickr Dow TheoryThe Dow Theory forecasts the market is in an uptrend when the Dow Transportation Average and Dow Industrials make a higher high either at the same time or one after the other, as reported in CNBC.com. Consider whether a company’s industry, sector and enterprise is consistent with your asset allocation.CC BY 2.0/AndreasPoike/Flickr Reagan-Era RecessionA Reagan Administration policy in the 1980s introduced a higher federal funds rate to break the U.S. economy out of spiking inflation, as stated in CNBC.com. The plan outlines marketing activities on a monthly, quarterly, or annual basis while the marketing strategy outlines the overall value proposition. A marketing strategy contains the company’s value proposition, key brand messaging, data on target customer demographics, and other high-level elements. The terms marketing plan and marketing strategy are often used interchangeably because a marketing plan is developed based on an overarching strategic framework. A marketing strategy is a business’s game plan for reaching prospective consumers and turning them into customers of their products or services.Marketing strategies should around a company’s value proposition.The ultimate goal of a marketing strategy is to achieve and communicate a sustainable competitive advantage over rival companies. It can also be used to test a current marketing strategy on a new audience. Marketing strategies should ideally have longer lifespans than individual marketing plans because they contain value propositions and other key elements of a company’s brand, which generally hold constant over the long haul. The market is in a downtrend when the opposite is true, as well. The S&P 500 index historically reflects the GDP, or gross domestic product, in the United States, as stated in Business Insider.CC BY 2.0/D.C.Atty/Flickr Who BenefitsFor investors with the benefit of long-term investing horizons, the stock market is a wise tool. These are the key factors that are involved in the marketing of a good or service. This diverse group of companies is breaking barriers and building brands, as claimed on CNBC.com.CC0/geralt/Pixabay MORE FROM ASKMONEY.COM strategy marketing YAWAWAAAEAA`AYAAAIAAAEAASAA`A`A`AEAAA@AA`A;AA =A`AA\$AAIAAA@A`AAEA-AEAEEAA`AEA@AYAAA`A`A`A IAAAIAA`AEA@AEAAEA@AEAAEA`A`A/AAEAAEAEEAAEAEEAA \$AA`A`A`AEAAEAIAEAA;AEAAA A marketing strategy refers to a business’s overall game plan for reaching prospective consumers and turning them into customers of their products or services. The functions and components of a marketing plan include market research to support pricing decisions and new market entries, tailored messaging that targets certain demographics and geographic areas, platform selection for product and service promotion,digital, radio, Internet, trade magazines, and the mix of those platforms for each campaign, and metrics that measure the results of marketing efforts and their reporting timelines The 4 P’s are product, price, promotion, and place. The marketing strategy is outlined in the marketing plan, which is a document that details the specific types of marketing activities a Drive and contain calendars to eliminate various marketing initiatives. If interest rates are low, the buffet says, any flow of investment earnings will make more money.cc by 1.0 / freemage4Life / Flickr How to choose stocksstock market specialists suggest using five criteria to evaluate investments: Using Asset, current and projected profitability, Momentum gains, capital structure and intrinsic instead of market value. The basic concept is to invest a defined amount of money in an asset once every time set of time.cc POR2.0 / Received criterion / FLICKR Efficient hypothesis market on the efficient market hypothesis states that you do not You can hit the market with stock choosing, but the market can not beat you. Investors without a counselor should hold their own diligence, as claimed in CNBC.com.cc0 / Geralt / Pixabay Public Company Reviews should research the enormous amount of data available on public enterprises to determine if they are suitable for Your wallets, according to CNBC.com. The SECURITIES & Exchange Commission proposed later that would prevent such repeating parade requests .cc0 / skeeze / pixabay and market orders for purchases to buy or sell an action as soon as it reaches a certain prepaid As claimed in Insider Business. A 2019 study discovered that companies with a documented marketing strategy were 313% more likely to report success in their marketing campaigns. For investors in question, they may be buying at the top of the market, taking a long-term vision can bring success, according to a commercial comercial.cc0 / Geralt / Pixabay Cost of dexing the MA © © A Nations Market Strategy that can help lower the risks that come with an asset that fall on the price, as claimed by the Insider Business. 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