{Insert Company Logo Here}

Digital Marketing Strategy

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# My Business

### Business name:

Guidance:What’s your business registered business name? If you haven’t registered a business name, add your proposed business name here.

Start writing here

### Business structure:

Guidance:What’s the formal structure of your business? Are you a sole trader, in a partnership, a trust or company?

Start writing here

### Business location:

Start writing here

### Date established:

Guidance:When did you begin trading?

Start writing here

### Business owner(s):

Guidance:Who are the owners of the business?

Start writing here

# Company Overview

Guidance:Describe your business, its values, USP, what you solve for your customers.

Start writing here

# Vision and Mission

### Vision statement:

Guidance:A Vision statement should describe WHERE you want your business to be in the future. It should communicate both the PURPOSE and VALUES of your business and answer the question, 'Why are we here?'

### Mission statement:

Guidance:A Mission statement should outline HOW you will get to where you want your business to be in the future (Your Vision). It should define the PURPOSE and PRIMARY OBJECTIVES of your business and answer the question, 'What do we do?'

# Current situation

This is a snapshot of where you are right now.

This will include the types of marketing you are currently doing, e.g. website, social media channels, how well they are working etc.

Start writing here

# My Product or Service

Guidance:Here you should describe your long-term product strategy in detail. If you are providing a service then you should consider your service(s) as your product(s).

What features and benefits do you offer?

The unique selling position - what makes your product/service different from your competitors’?

Are there any potential spin-off products or services?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Product or Service | Features | Benefits | Unique Selling Position | Support | Spin Offs |
| {What is your product or service?} | {features of your product or service?} | {customer benefits of your product or service?} | {What makes your product or service unique?} | {warranty, money back guarantee etc.} | {spin-off products or services you can offer?} |
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# My Customers

### Target customers (customer personas)

Guidance:Who are your target customers and how do they behave? Include specific demographics such as age, social status, education and gender. What are your customers’ lifestyles, activities, values, needs, interests or opinions? Where are they located? Please adjust the column headings as required.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Customer | Age | Gender | Ethnicity | Education | Location | Lifestyle | Values | Interests |
| {insert Target customer – choose a name} | {insert Customer’s Age} | {insert Customer’s Gender} | {insert Customer’s ethnic background} | {insert Customer’s education level} | {insert Customer’s location} | {insert Customer’s lifestyle} | {insert Customer’s values} | {insert Customer’s interests} |
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# My Competitors

### Competitor analysis:

Guidance:Use the table below to analyse at least 3-5 competitors.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Competitor | Established date | Size | Market share (%) | Value offered to customers | Strengths | Weaknesses |
| {insert Competitor’s name} | {insert When was their business established} | {insert Number of staff and/or turnover} | {insert Estimated percentage of market share} | {insert Unique value to customers, e.g. quality, price or customer service?} | {insert What are your competitor's main strengths?} | {insert What are your competitor's main weaknesses?} |
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# My Marketing

**Marketing Objectives:**

Guidance:Summarise the key marketing objectives for your business. Your objectives may be financial, with a goal to increase sales, or marketing focused, to build awareness of your product or service.

Examples of SMART marketing objectives

To achieve a 20% return on capital employed by April 2024 (Profitability Objective)

To gain 15% of the market for sports socks by November 2025 (Market Share Objective)

To make X brand of juice the preferred brand of 21-29 year old females in the UK by August 2026 (Branding Objective)

Detail your SMART marketing objectives in the table below:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Objective | Specific | Measurable | Achievable | Realistic | Timely |
| {insert Your specific marketing objective} | {Is your objective specific?} | {Can your objective be measured?} | {Is your objective achievable?} | {Is your objective realistic?} | { date for your objective to be achieved?} |
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# Marketing Strategy

### My strategy and marketing mix:

Guidance:Use this section to summarise the overall strategy and marketing mix you will use to position yourself within the market to meet your customers’ needs. Your strategy and marketing mix should take into account the activities that are relevant for your business. Remember to consider your digital strategy, which focuses on achieving your online objectives. Whatever your strategy, aim to differentiate yourself from your competitors to encourage customers to choose your business first.

This might include things like: flyers, brochures, website, social media and email marketing.

Start writing here

# Marketing Activity

Guidance:Once you have defined your marketing mix, the next step is to detail the specific activities that you will undertake to achieve your marketing objectives.

What steps or activities will you undertake to achieve your marketing objectives?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Marketing activity/milestone | Person responsible | Date of expected completion | Cost ($) | Success indicator |
| {Print advertising, online advertising, mail-out, giveaway, media release, event, website, blog/social media, public relations, branding and artwork, or publications and catalogues.} | {Who is responsible for completing this task?} | {When do you expect to complete it?} | {Estimated cost of activity.} | {What indicator/ measurement result will need to be met before this activity is considered a success?} |
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# My Keywords

Guidance:To be able to write content optimised for searches, list some keywords used to find your type of business in online searches.

Start writing here

# My Finances

### Marketing Budget

How much will you spend each year and month on each marketing activity?

|  |  |  |  |
| --- | --- | --- | --- |
| **Marketing Budget** |  |  |  |
| **Category** | **Detail** | **Budget Allocation** | **Notes** |
| **Events & Memberships** |  |  |  |
| Memberships |  |  |  |
| Sponsorships |  |  |  |
| Networking events |  |  |  |
| Other Event Costs |  |  |  |
| **Advertising** |  |  |  |
| Online |  |  |  |
| Offline |  |  |  |
| **Web Hosting, SSL** |  |  |  |
| **Market research** |  |  |  |
| **Content creation** |  |  |  |
| **Outreach software** |  |  |  |
| **Personnel costs** |  |  |  |
| **Printing** |  |  |  |

# Monitoring/measurement activities

Guidance:Reviewing the impact of your marketing should be a periodic activity. List the details of each review in the table below.

|  |  |  |  |
| --- | --- | --- | --- |
| Marketing activity | Date of review | Monitoring methods | Review outcomes |
| {Print advertising, online advertising, mail-outs, giveaways, media releases, events, website, blog/social media, public relations, branding and artwork, or publications and catalogues.} | {e.g. Month/Year} | {What tools did you use to measure/monitor the impact of your marketing activities?} | {e.g. What were the results for the promotional period? What were your sales/profit figures? How many new/repeat customers did you receive? How many customers visited your website? Etc.} |
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