

Digital Marketing Plan

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1 Executive Summary

Provide a summary of findings and recommendations.

2 Target Demographic

2.1 Geography

What area does the business provide product or service to?

2.2 Socioeconomic Factors

What are the typical customer characteristics?

- age
- gender
- income
- other

3 Competitive Analysis

3.1 Local Competitors

- Determine top 5-10 competitors in the local market area
- assess their relative ranking on Google
- assess their site data on Open Site Explorer

3.2 Global Competitors

- Determine top 5-10 competitors in the local market area
- assess their relative ranking on Google
- assess their site data on Open Site Explorer

4 Keyword Analysis

4.1 Target Keywords

- create list of top 5-10 keywords

4.2 Geographical Keywords

- create list of top 5-10 geographical keywords

4.3 Long Tail

- create list of 10-20 long tail phrases

4.4 Competitor Support

- create table comparing competitor support for keywords

5 Search Engine Optimization

5.1 Site Optimization

- content keyword/long tail density
- domain name
- title tag
- meta-tags
- heading, alt
- URL titles
- canonical
- site map

5.2 Link Building

- directories
- industry sites
- website linkable features

6 Social Media

6.1 Accounts

- determine target SM accounts
- determine account owner (business or personal)

6.2 Resources

- allocate resources to SM management

7 Video

7.1 Video Content

- Determine video type (tips, news, product reviews etc...)
- Consider channel to show videos (website, social media, youTube)
- Consider how videos will be developed

8 Content Marketing

8.1 Business Niche and Value Proposition

- what makes business different?

8.2 Customer Challenges

- what customer problems can be solved?
- where are competitors failing?

8.3 Content Format

- blog
- articles
- white papers
- press release

9 Paid Search (PPC)

9.1 Keyword Support

- determine keywords
- create ads

9.2 Landing Pages and Call to Actions

- create landing pages for keywords
- determine call to action

9.3 Budget

- monthly/daily spend limit

10 Email Marketing

10.1 Address Lists

- procure address list
- create signup on website

10.2 Email Content

- determine nature of email content (newsletter, sales, promotions)

11 Editorial Calendar

11.1 Website/Blog Posts

- align content schedule with available resources

11.2 Social Media Posts

- consider optimal post frequency for each platform
- created content versus curated

11.3 Email Blasts

- determine frequency

12 Tools

12.1 Social Media Management

- choose manual versus automated tools like Hootsuite, Buffer etc...

12.2 Google Analytics

- set up account
- add tracking code to site

12.3 Google Search Console

- set up account

12.4 A/B Testing

- consider A/B testing for landing pages, posts