

# DIGITAL MARKETING

## YOUR DIGITAL MARKETING PLAN

By: OLIVIER MAMET



# Thank You

Olivier Mamet – Digital  
Marketer

I hope you find this template useful ☺

“All you need is the plan, the road map, and the courage to press on to your destination.”

# INDEX

WHERE ARE WE NOW ?

GETTING THERE

01

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03

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WHERE WE WANT TO BE

MEASURE AND EVALUATE

# About Your Company

Brief Introduction of your company

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# 1. WHERE WE ARE NOW

Knowing where we are is as important as knowing where we want to go. For this reason, we've set out to run a complete diagnostic analysis of all our marketing channels. In order to move further into discovery, we need to ascertain or re-evaluate our 4 segments.

## CUSTOMERS

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## MARKET

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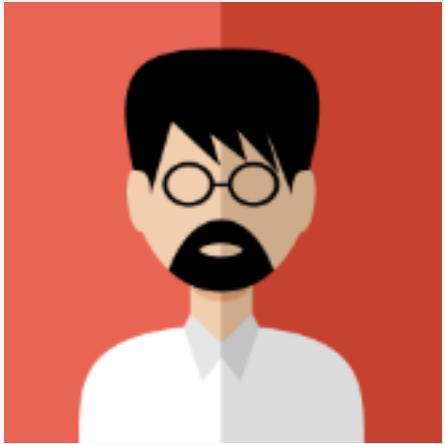
## COMPETITION

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## PARTNERS

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# OUR CUSTOMER(S)



Name	John Doe
Age	34
Occupation	Marketing
Status	Married
Location	Los Angeles
Education	College
Other	Loves golf

GOALS & VALUES

FRUSTRATIONS

# OUR CUSTOMER(S)

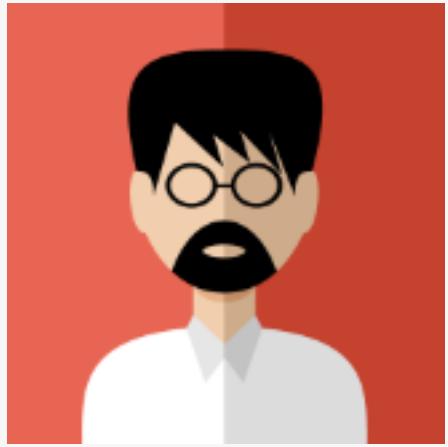


Name	Jane Doe
Age	31
Occupation	Sales
Status	Single
Location	London
Education	College
Other	

GOALS & VALUES

FRUSTRATIONS

# CUSTOMER POINT OF CONTACT



Name	John Doe
Age	34
Occupation	Marketing
Status	Married
Location	Los Angeles
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Other	Loves golf



SEO



WORD OF MOUTH



SEM



CONTENT MARKETING



EMAIL



SMM



PR

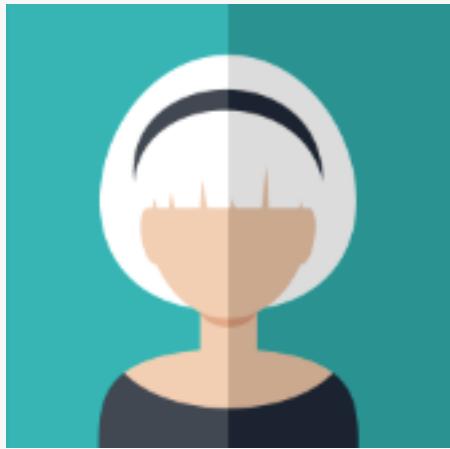


BLOGGING



WEBSITE

# CUSTOMER POINT OF CONTACT



Name	Jane Doe
Age	31
Occupation	Sales
Status	Single
Location	London
Education	College
Other	



SEO



SEM



EMAIL



PR



WEBSITE



WORD OF MOUTH



CONTENT MARKETING



SMM



BLOGGING



# CURRENT MARKET

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# MORE DETAILS ABOUT MARKET

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# COMPETITION

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# PARTNERS

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# BUSINESS SWOT ANALYSIS

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# SWOT

## Strengths

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## Weaknesses

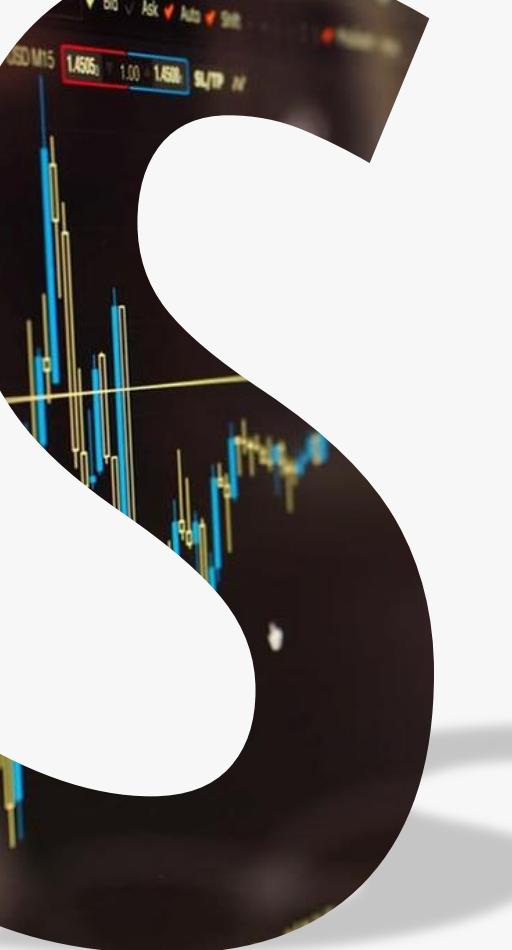
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## Opportunities

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## Threats

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## SWOT ANALYSIS

# STRENGTHS

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## SWOT ANALYSIS

# WEAKNESSES

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## SWOT ANALYSIS

# OPPORTUNITIES

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## SWOT ANALYSIS

# THREATS

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## 2. WHERE WE WANT TO BE

Knowing where we are is as important as knowing where we want to go. For this reason, we've set out to run a complete diagnostic analysis of all our marketing channels. In order to move further into discovery, we need to ascertain or re-evaluate our 4 segments.

### HEALTH CHECK

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### MISSED OPPORTUNITES

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### CURRENT BUDGET

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# SEO HEALTH CHECK



## CURRENT ISSUES

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## WHERE WE WANT TO BE

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# SEM HEALTH CHECK



## CURRENT ISSUES

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## WHERE WE WANT TO BE

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# CONTENT MARK..

## HEALTH CHECK



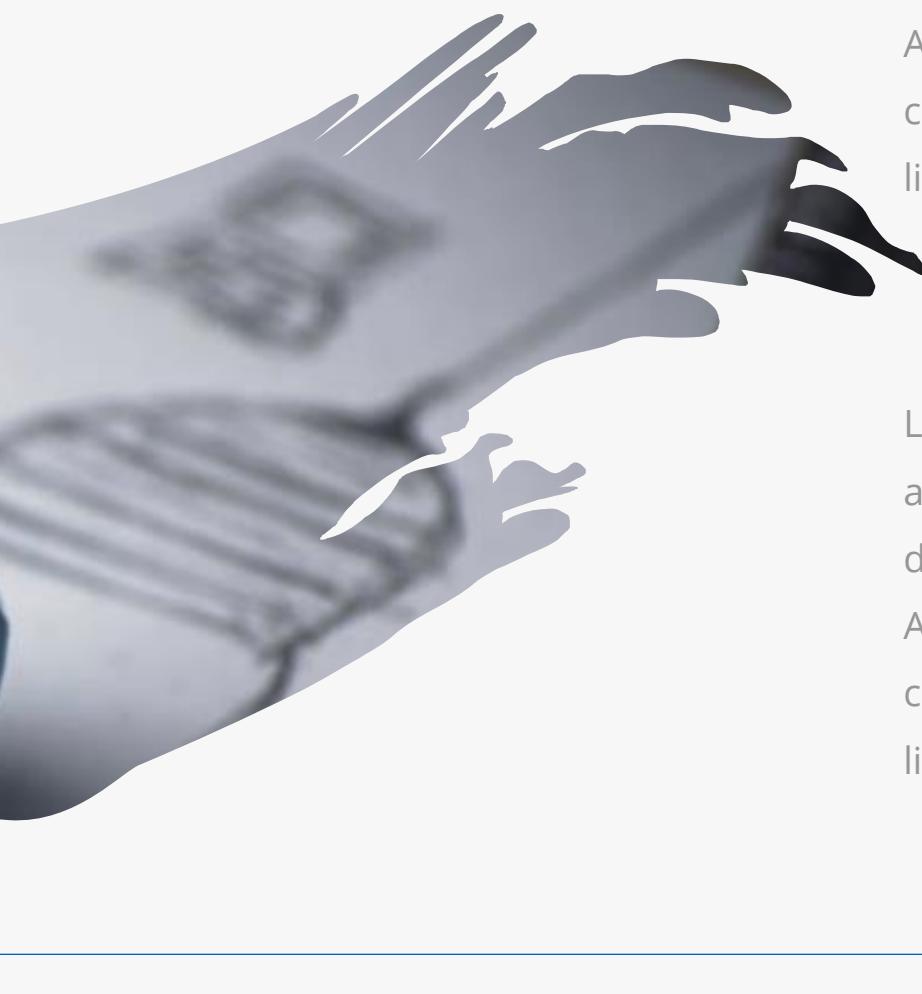
### CURRENT ISSUES

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### WHERE WE WANT TO BE

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# WEBSITE HEALTH CHECK



## CURRENT ISSUES

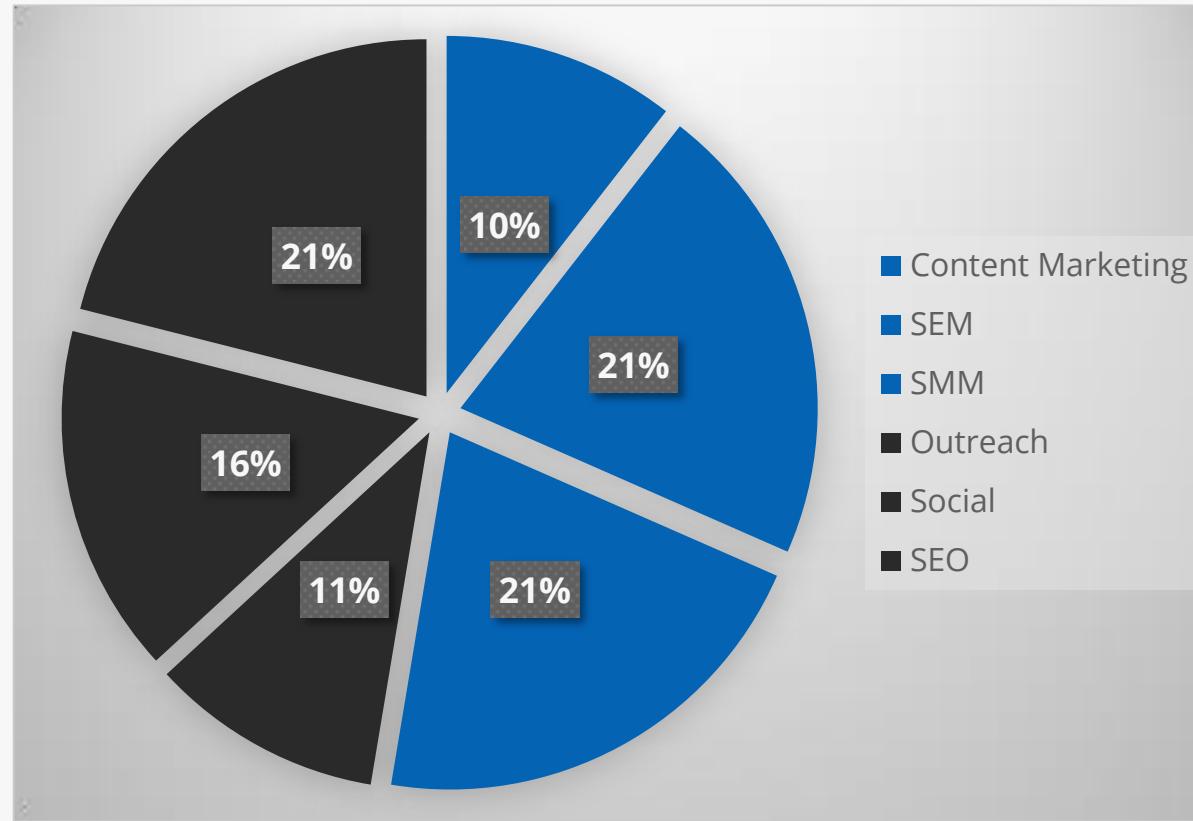
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## WHERE WE WANT TO BE

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# CURRENT BUDGET

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# 3. GETTING THERE

Knowing where we are is as important as knowing where we want to go. For this reason, we've set out to run a complete diagnostic analysis of all our marketing channels. In order to move further into discovery, we need to ascertain or re-evaluate our 4 segments.

## MARKETING MIX

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## FUNNEL

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## KEY IMPLEMENTATIONS

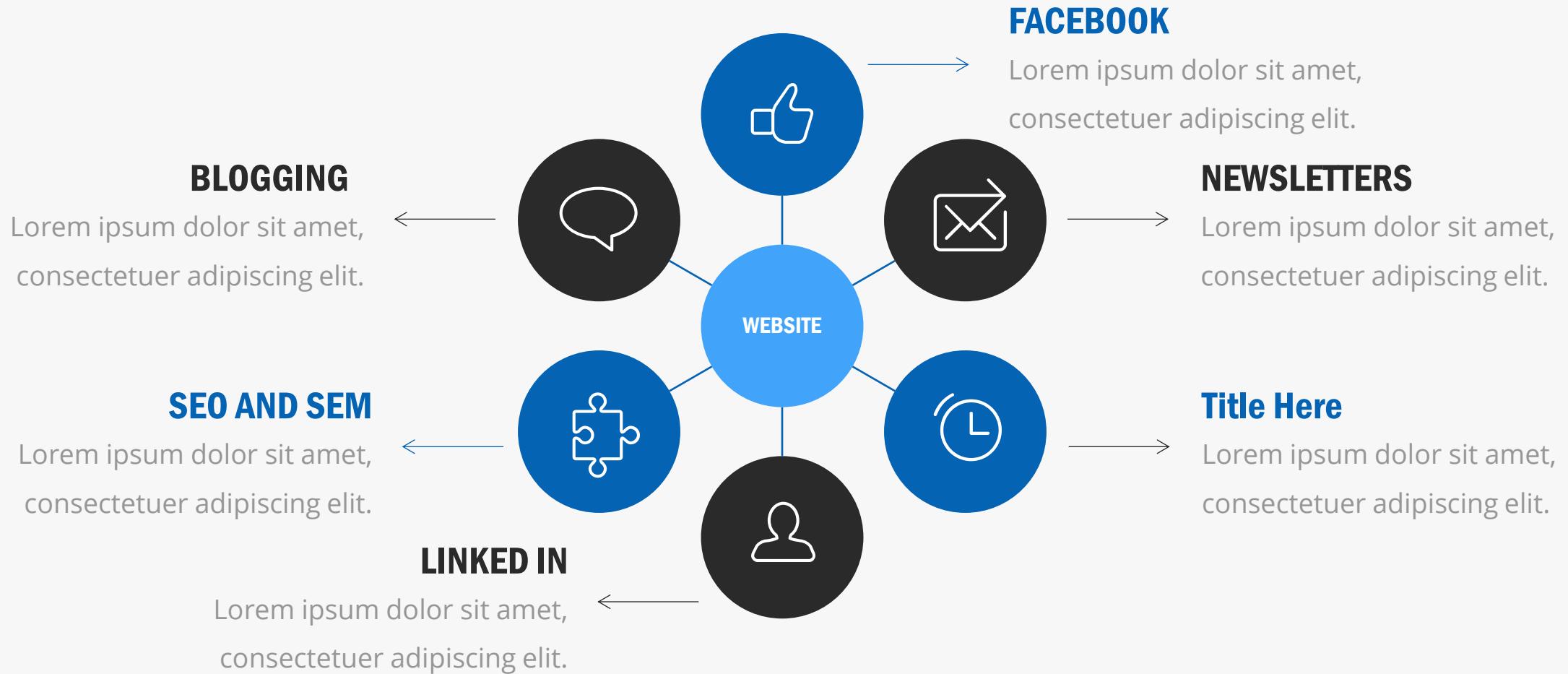
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## PROPOSED BUDGET

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# MARKETING MIX

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# FUNNEL

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## REACH

SEO, SEM, SMM, BLOGGING, CONTENT MARKETING, ETC...

## NURTURE

NEWSLETTER, EXCLUSIVE, RETARGETING

## SALES

WEBSITE, LEAD, CONTACT FORM, CHECKOUT

## LOYALTY

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## ADVOCACY

Creates Reach thus going back to funnel



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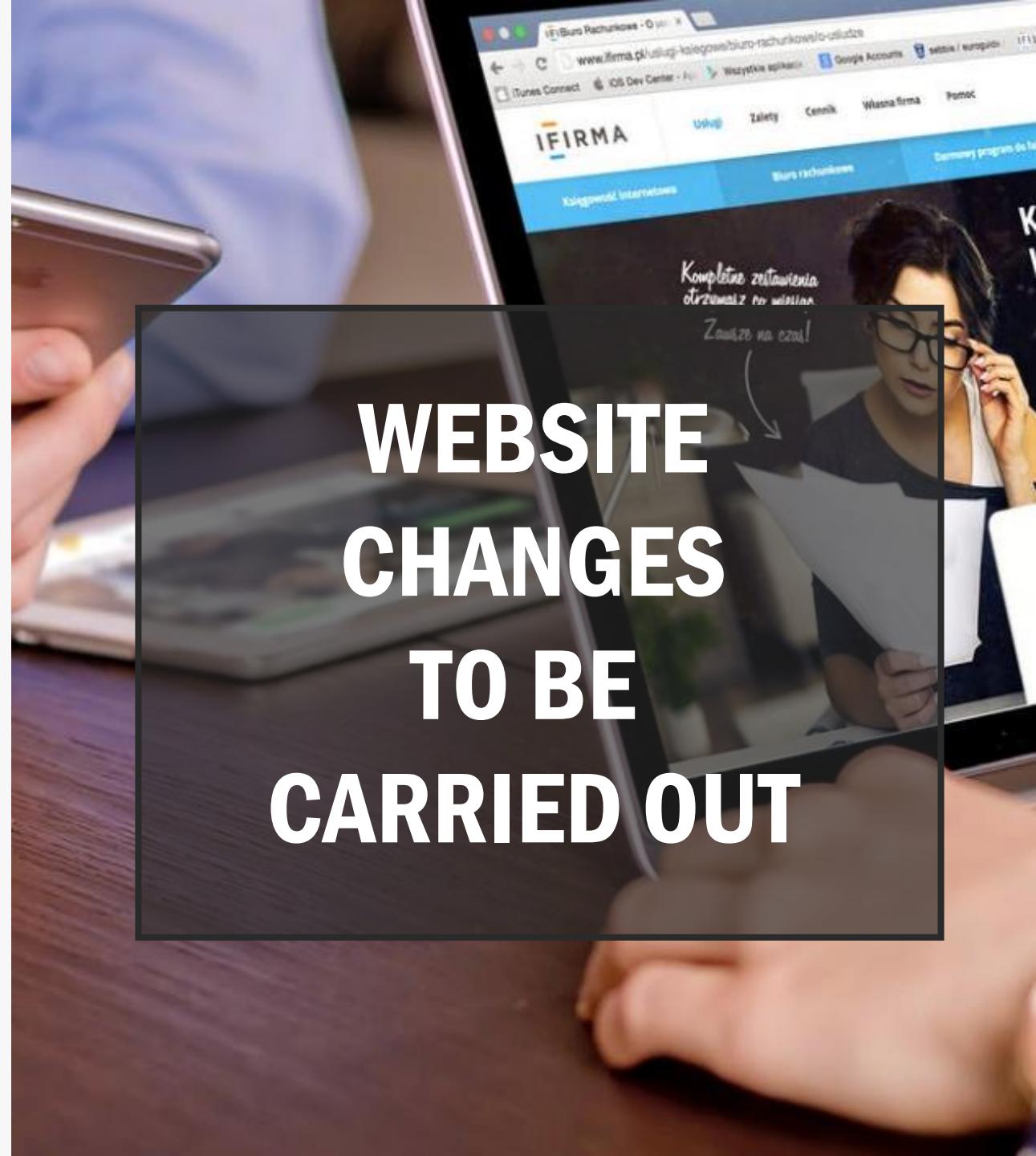
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	WHAT	WHY	HOW
Product A	Create specific product lead pages	Let people focus uniquely on this product	Talk to web team
Product B	Optimise call to action setup	We are not getting enough leads/enquiries based on visits	Call web design company
Product C	Offer a free 30 day trial	Data shows customers are afraid to commit without experiencing first	Do it myself



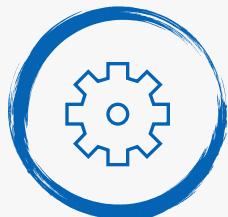
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	WHAT	WHY	HOW
Product A	Create a review plan to get back links	We are not ranking well enough organically	Talk to editorial team
Product B	Fix on page for product b	Broken links makes bad experience for customers	Talk to in-house Team
Product C	What 3	Why 3	How 3



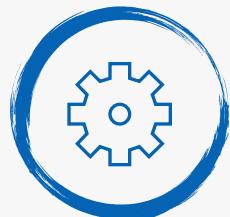
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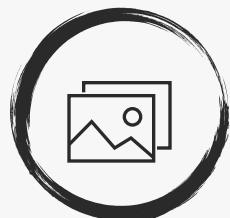
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	WHAT	WHY	HOW
Product A	Add Ad group and new keywords to plan	We are missing out on these sales	Talk to Adwords Consultants
Product B	Optimise delivery for mobiles	We are seeing an increase in mobile phone users	Talk to in-house Team
Product C	Change bidding strategy to suit new customer timeframe	Customer discovery shows people don't look on week ends	Do it myself



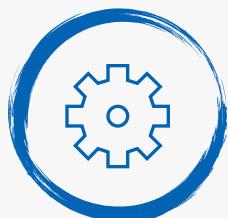
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	WHAT	WHY	HOW
Product A	Create a competition	To increase engagement and therefore exposure	Talk to social team
Product B	Share videos of people experiencing the products	Product is amazing and once people see it in action the will buy	Talk to in-house Team
Product C	Incentivize people to leave Reviews on the page	Gives confidence to new customers	Talk to social media company



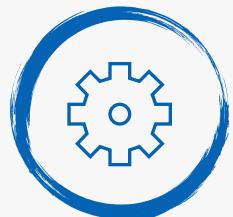
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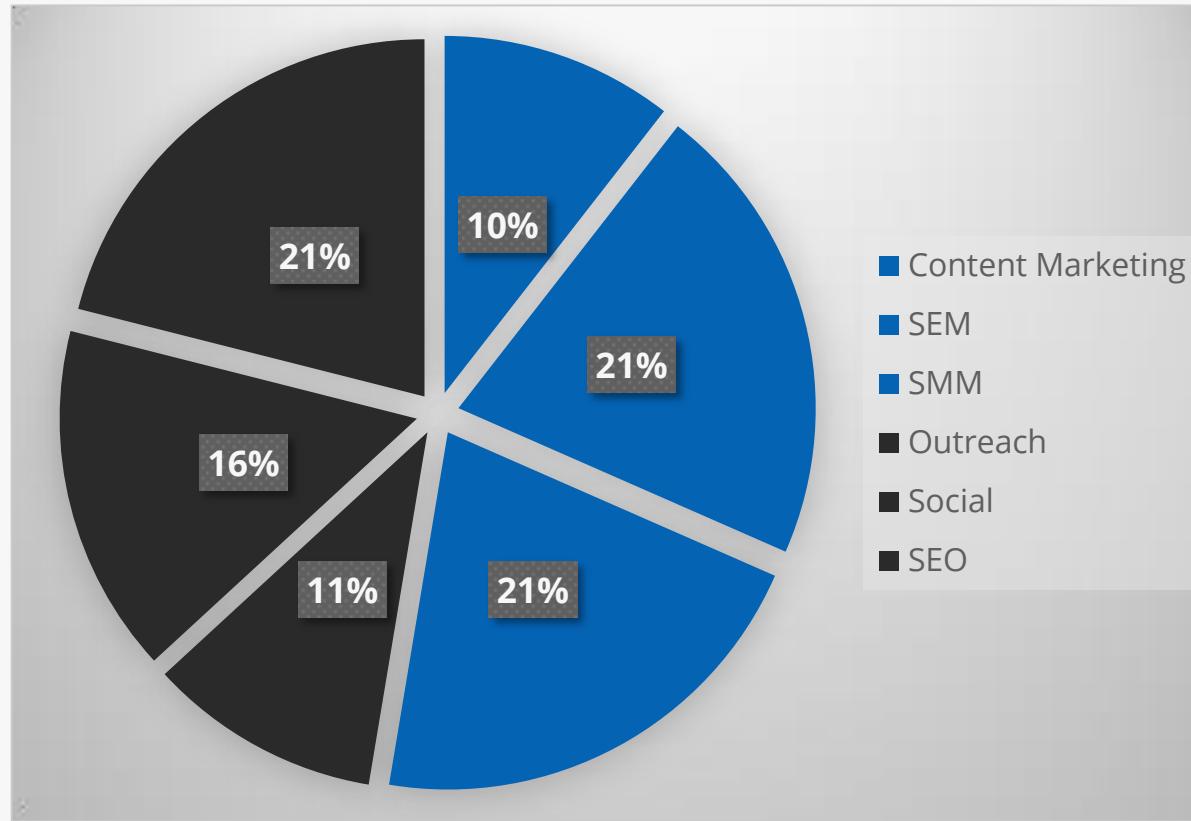
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	WHAT	WHY	HOW
Product A	Setup Video Ads	Engagement price drops and thus we save money	Talk to social media company
Product B	Increase relevance score	So we can see a drop in bidding price	Talk to in-house Team
Product C	Integrate retargeting strategy	These customers knows us so need to stay on their mind	Do it myself

# PROPOSED NEW BUDGET

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# 4. MEASURE & EVALUATE

Knowing where we are is as important as knowing where we want to go. For this reason, we've set out to run a complete diagnostic analysis of all our marketing channels. In order to move further into discovery, we need to ascertain or re-evaluate our 4 segments.

## SHORT TERM GOAL

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## LONG TERM GOAL

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## MONITORING

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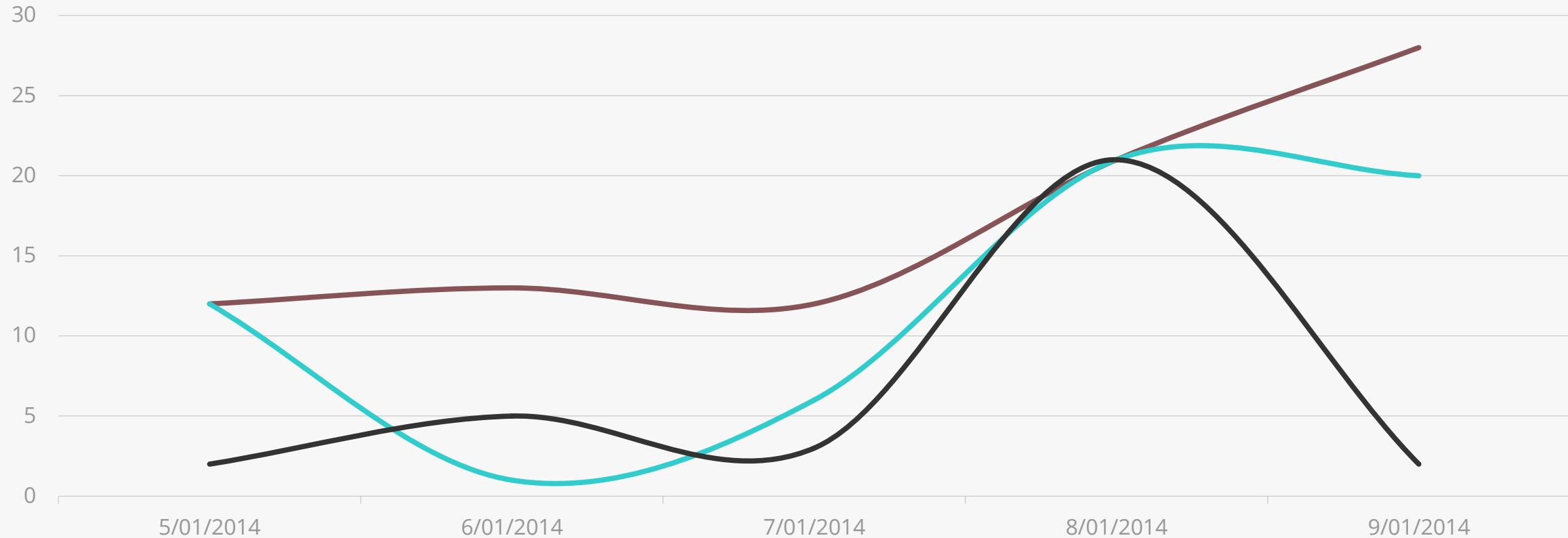
# SHORT TERM RESULTS

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# SHORT TERM GRAPH

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# LONG TERM RESULTS

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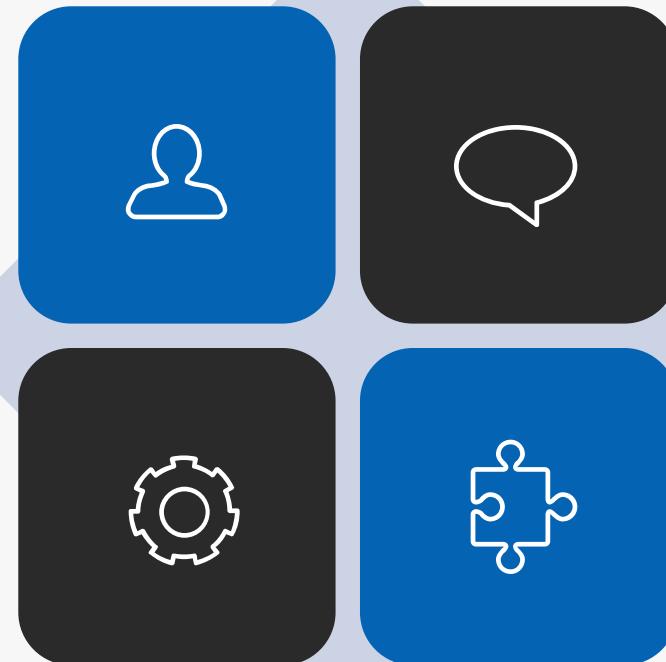
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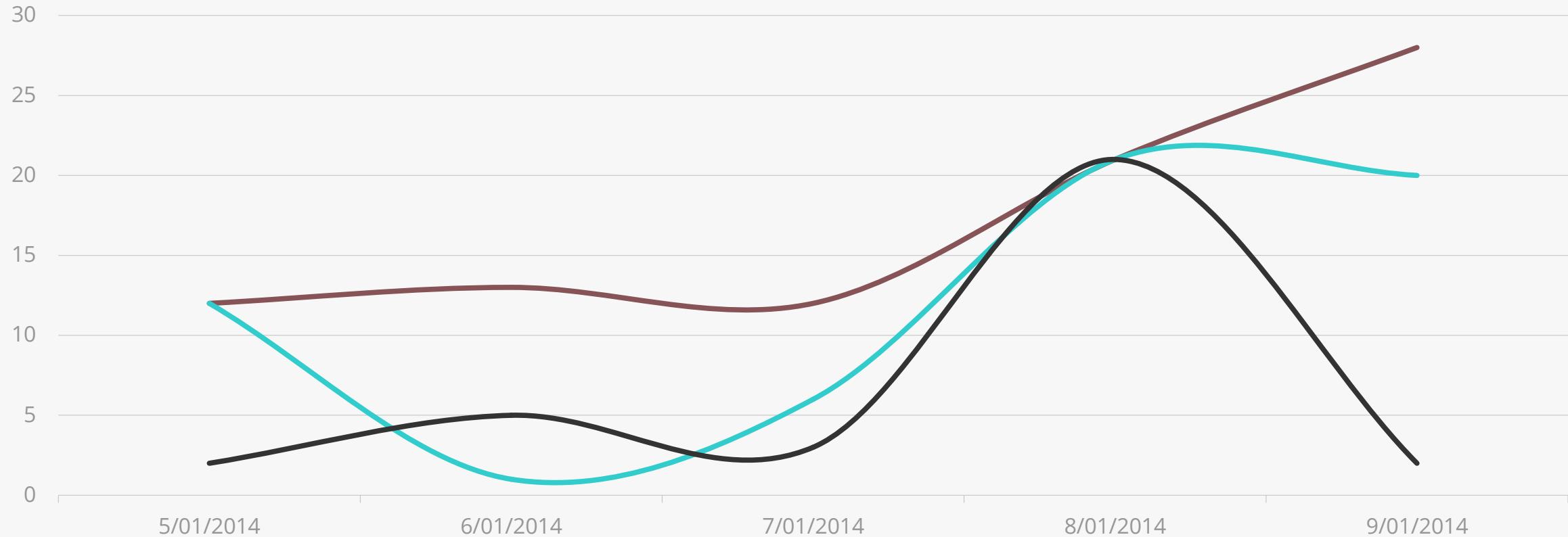
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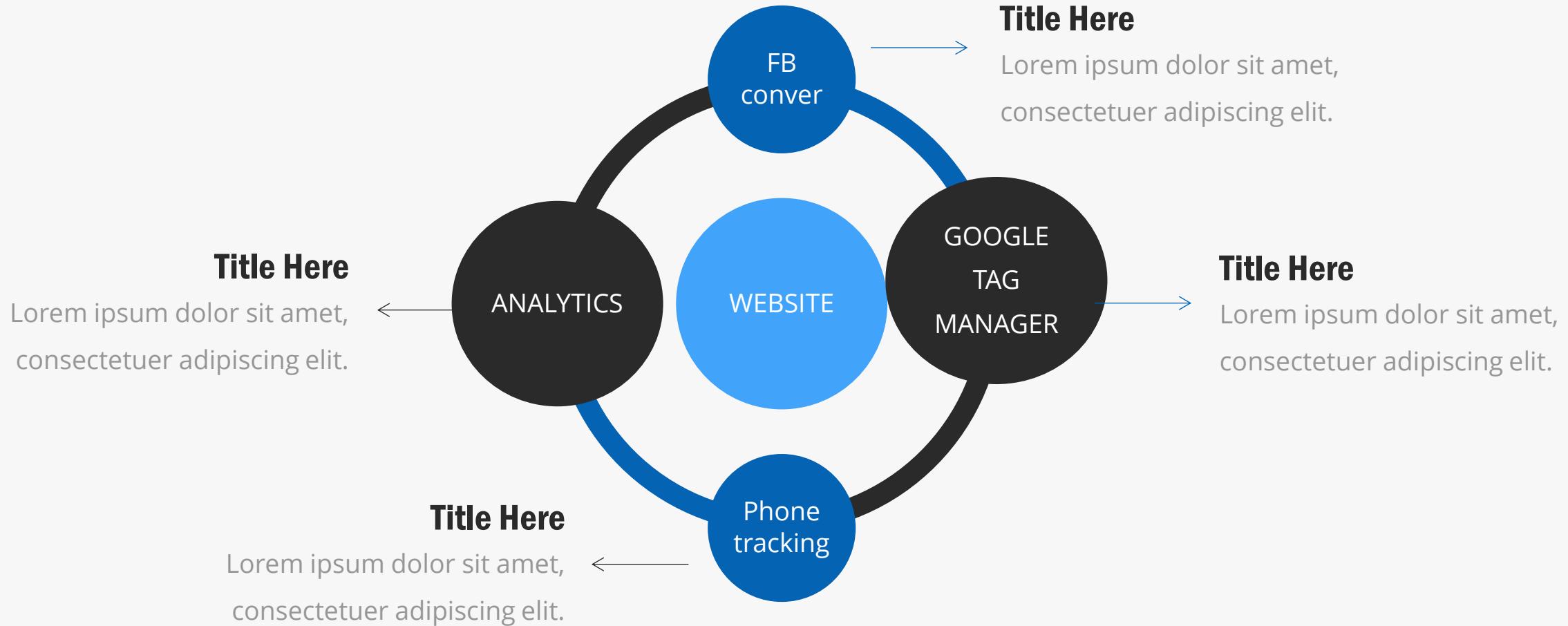
# LONG TERM GRAPH

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# MONITORING

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