

# 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 ?**

**01**

**02**

**WHERE WE WANT TO BE**

**GETTING THERE**

**03**

**04**

**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

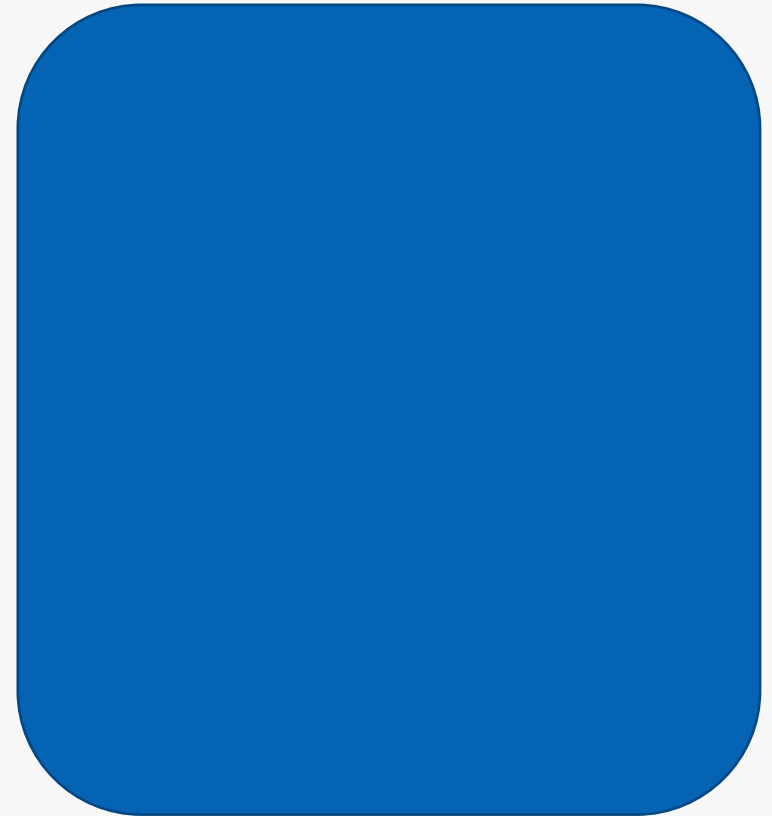
**Education** College

**Other** Loves golf

GOALS & VALUES



FRUSTRATIONS



# OUR CUSTOMER(S)

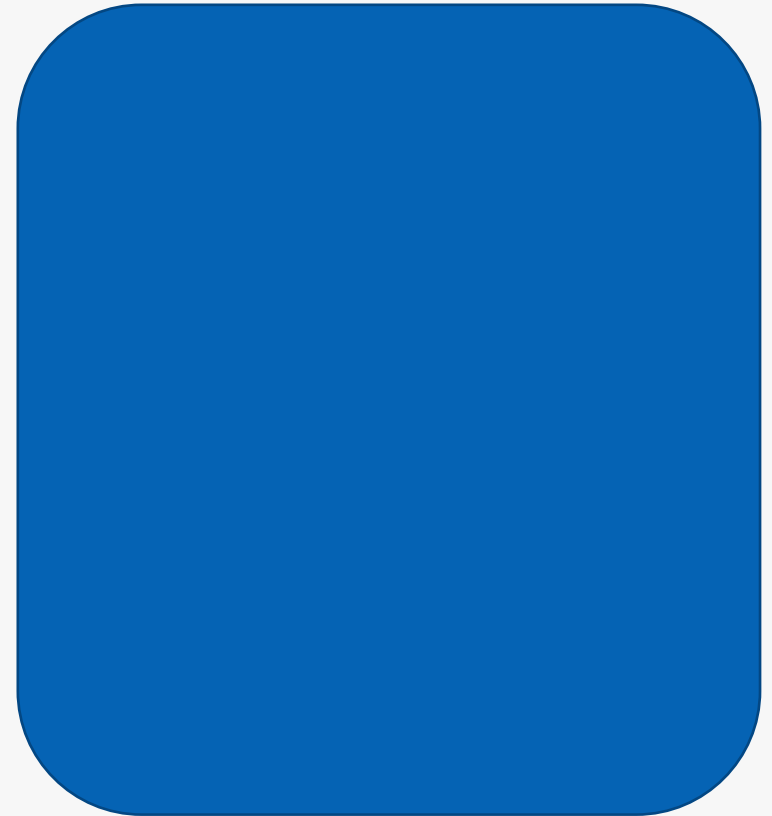


|            |          |
|------------|----------|
| Name       | Jane Doe |
| Age        | 31       |
| Occupation | Sales    |
| Status     | Single   |
| Location   | London   |
| Education  | College  |
| Other      |          |

GOALS & VALUES



FRUSTRATIONS



# CUSTOMER POINT OF CONTACT



**Name** John Doe

**Age** 34

**Occupation** Marketing

**Status** Married

**Location** Los Angeles

**Education** College

**Other** Loves golf



**SEO**



**SEM**



**EMAIL**



**PR**



**WEBSITE**



**WORD OF MOUTH**



**CONTENT MARKETING**



**SMM**



**BLOGGING**

# CUSTOMER POINT OF CONTACT



**Name** Jane Doe

**Age** 31

**Occupation** Sales

**Status** Single

**Location** London

**Education** College

**Other**



**SEO**



**WORD OF MOUTH**



**SEM**



**CONTENT MARKETING**



**EMAIL**



**SMM**



**PR**



**BLOGGING**



**WEBSITE**



# CURRENT MARKET

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# MORE DETAILS ABOUT MARKET

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# COMPETITION

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# MORE DETAILS ABOUT COMPETITION

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# BUSINESS SWOT ANALYSIS

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## Strengths

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## Weaknesses

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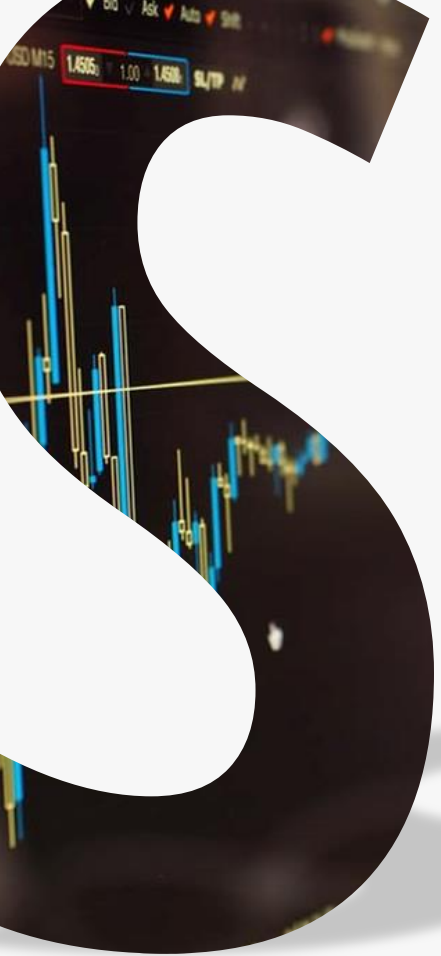
## Opportunities

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## Threats

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## SWOT ANALYSIS

# STRENGTHS

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## SWOT ANALYSIS

# WEAKNESSES

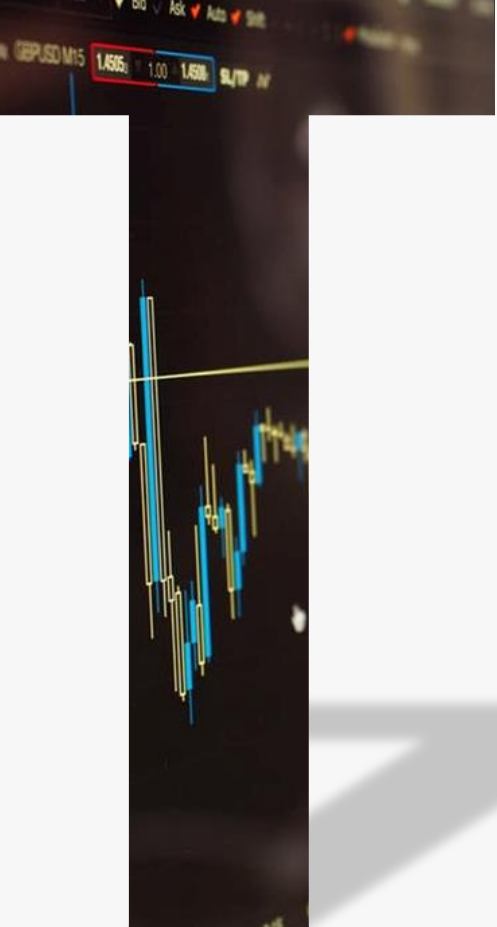
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## SWOT ANALYSIS

# 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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### CURRET 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

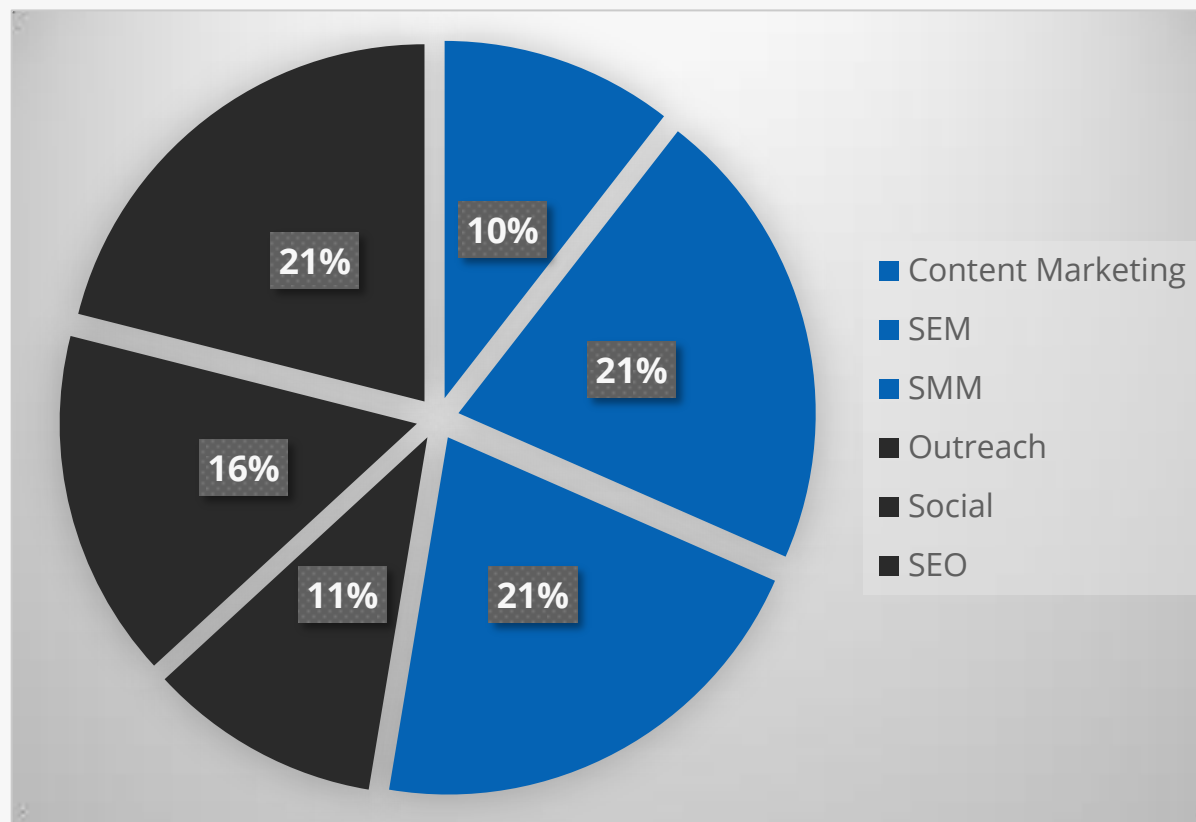
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## WHERE WE WANT TO BE

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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

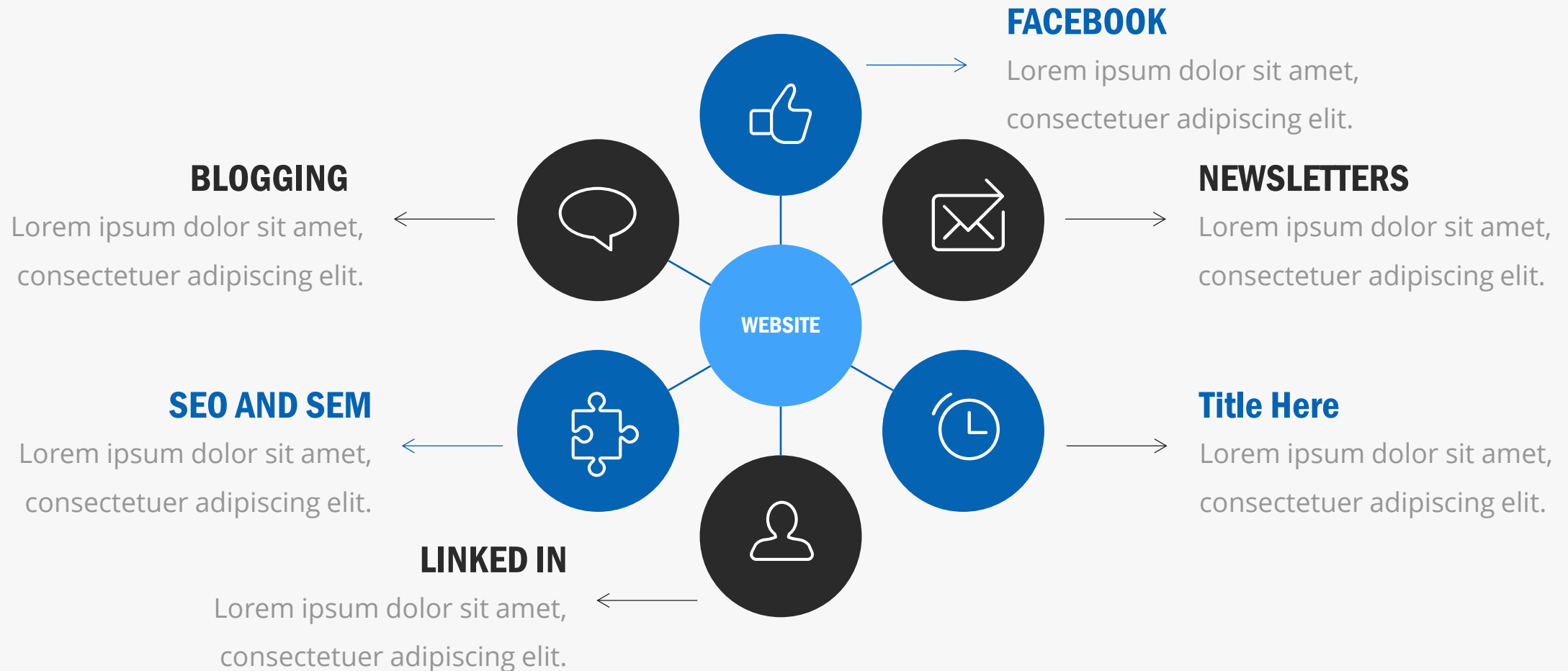
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## PROPOSED BUDGET

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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



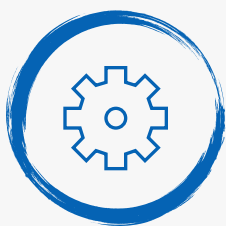
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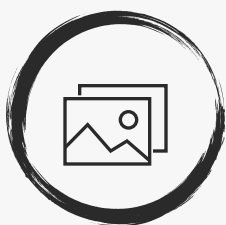
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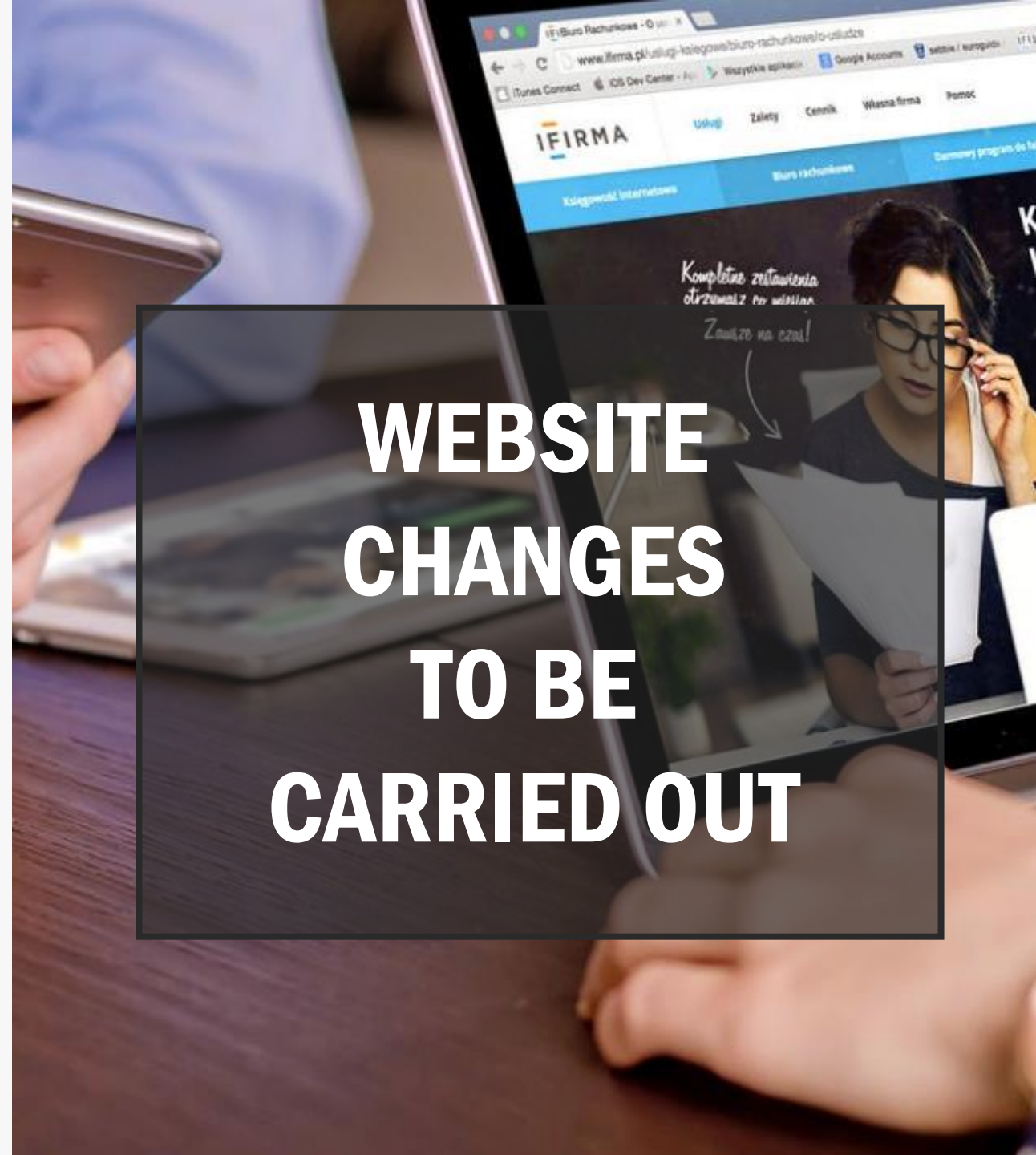
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**WEBSITE  
CHANGES  
TO BE  
CARRIED OUT**

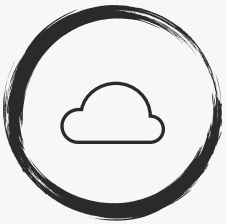


|           | WHAT                               | WHY                                                                  | HOW                     |
|-----------|------------------------------------|----------------------------------------------------------------------|-------------------------|
| Product 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            |



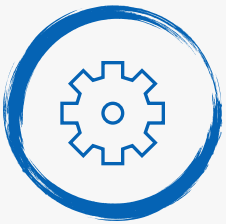
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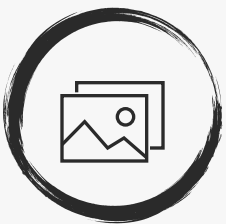
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**SEO  
CHANGES  
TO BE  
CARRIED OUT**

|           | 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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**SEM  
CHANGES  
TO BE  
CARRIED OUT**

|           | 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                |



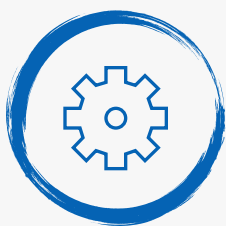
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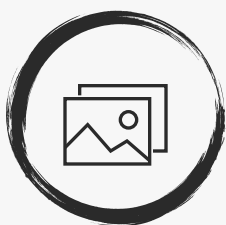
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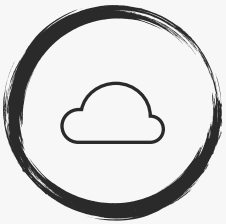
**SOCIAL MEDIA  
CHANGES  
TO BE  
CARRIED OUT**

|           | 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 they 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 |



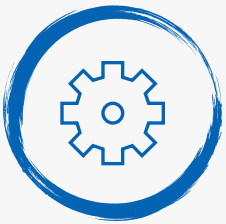
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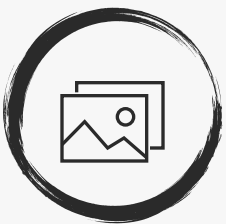
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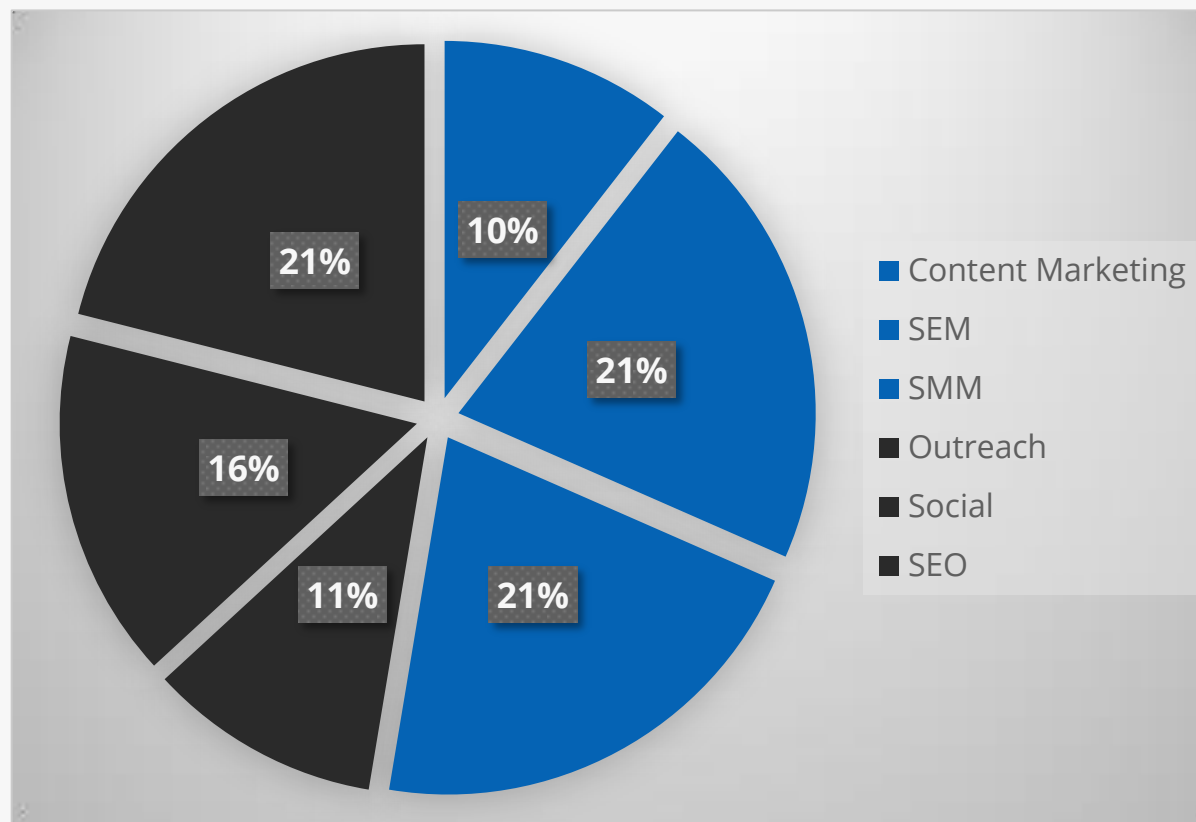


**SMM  
CHANGES  
TO BE  
CARRIED OUT**

|           | 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

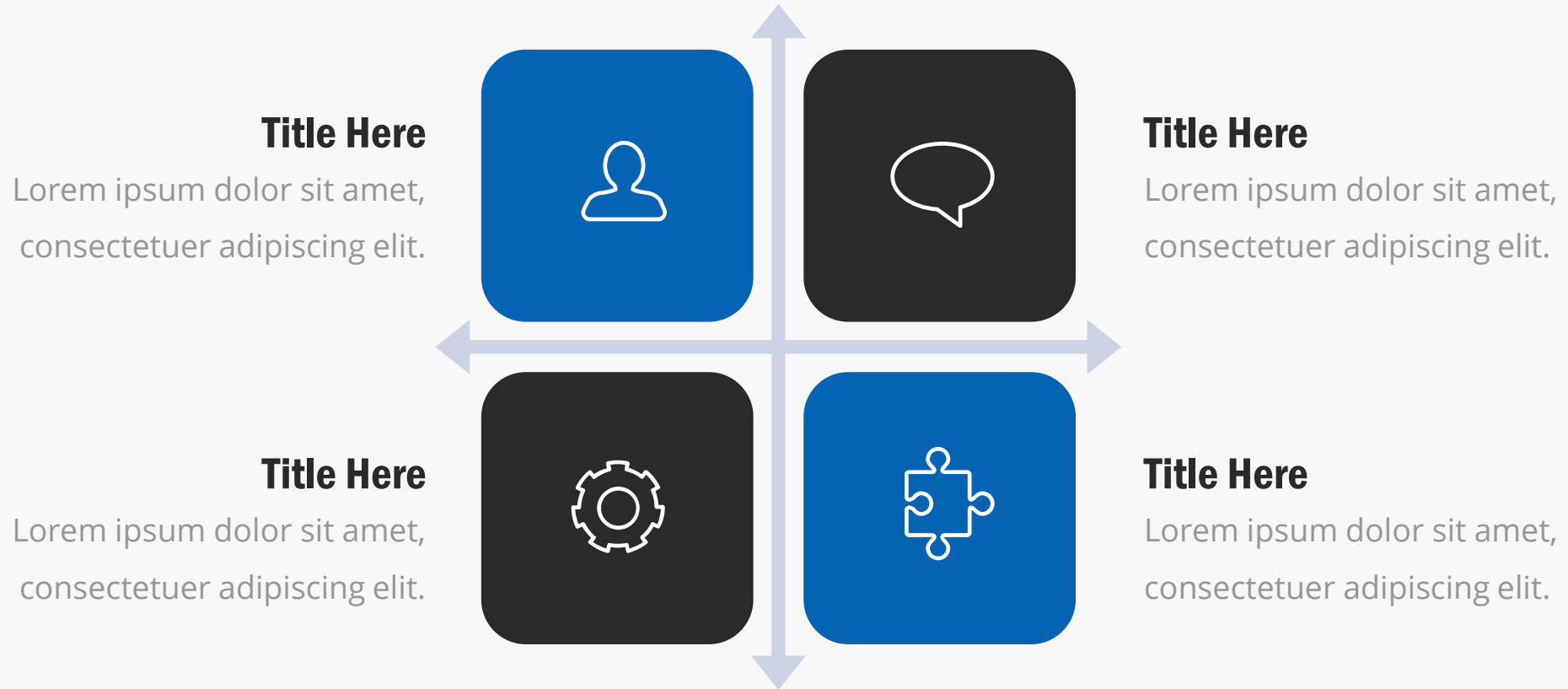
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## MONITORING

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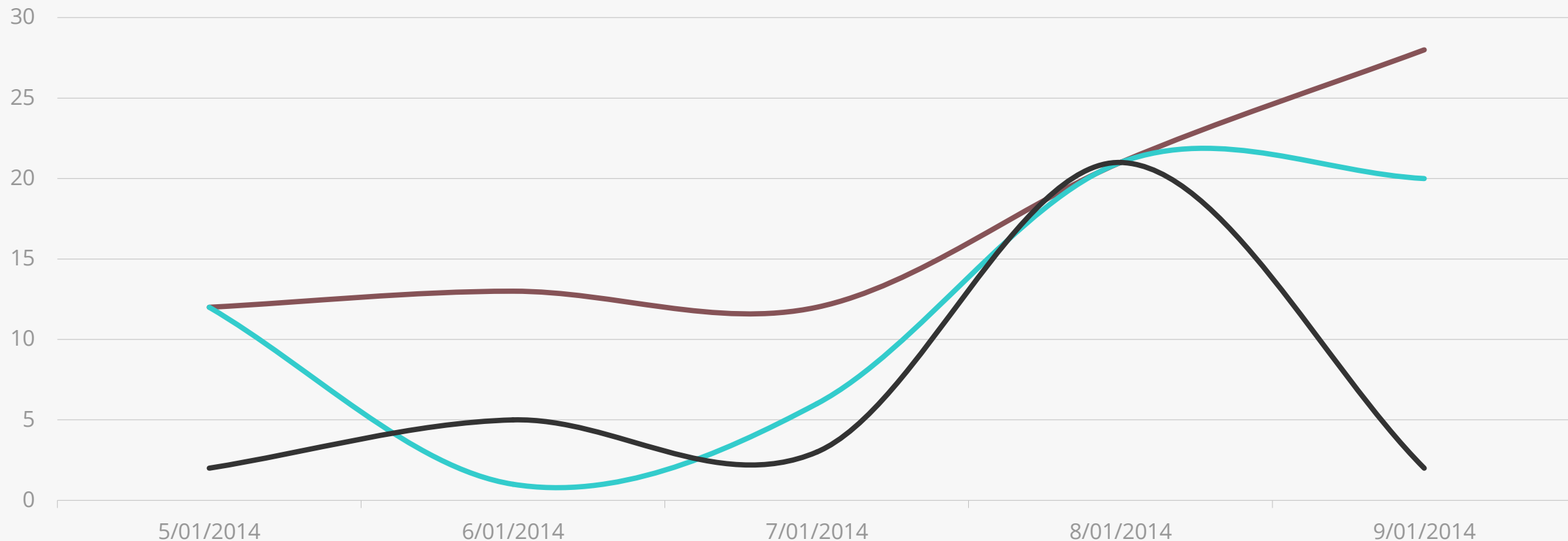
# SHORT TERM RESULTS

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# SHORT TERM GRAPH

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# LONG TERM RESULTS

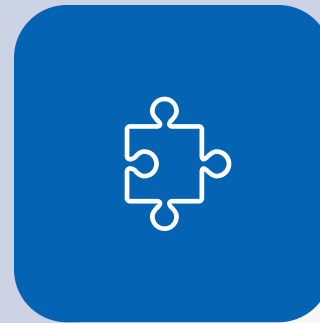
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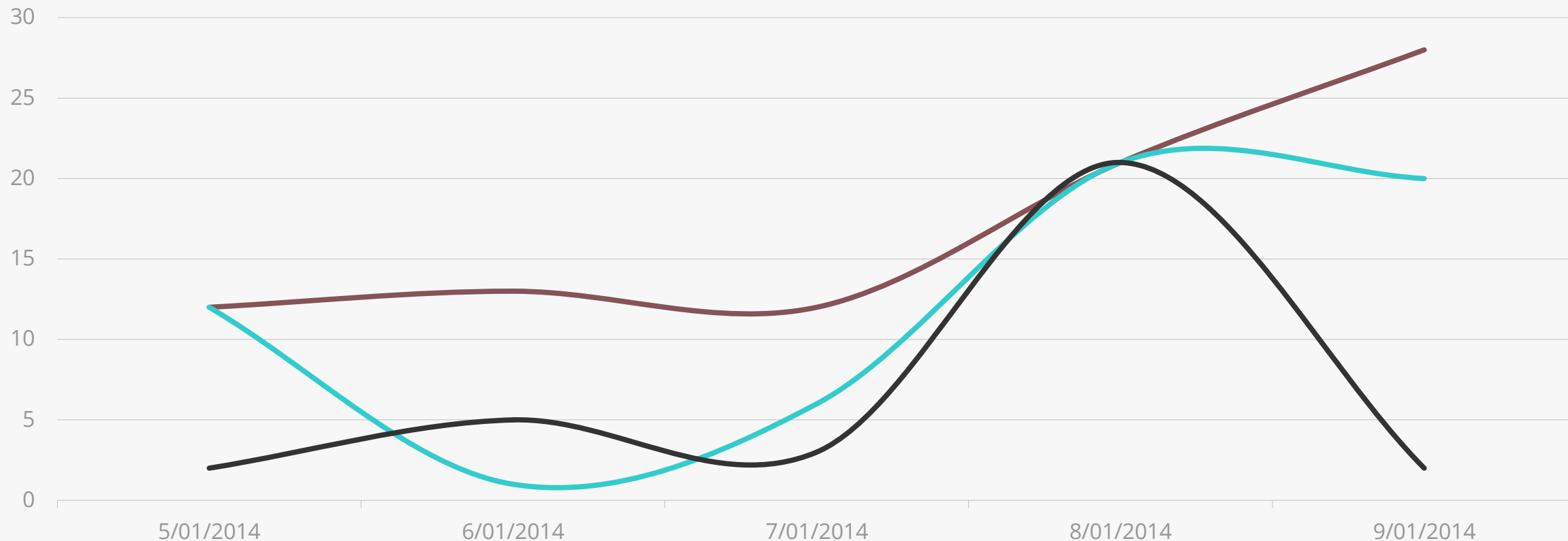
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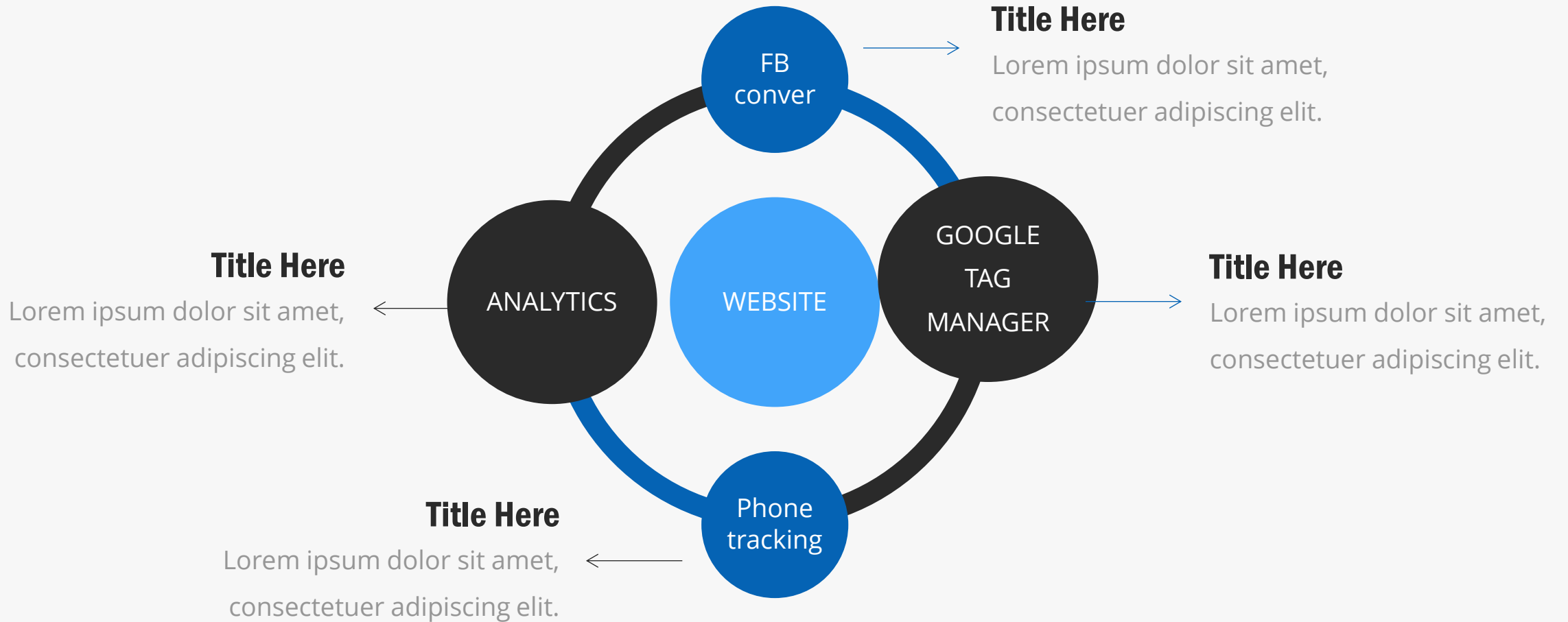
# LONG TERM GRAPH

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# MONITORING

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# THANKS FOR DOWNLOADING



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[oli@theseoconsultant.biz](mailto:oli@theseoconsultant.biz)