



Digital Marketing Strategy Template 2018

Portview.

PORTVIEW DIGITAL

Thanks for downloading Portview Digital's 'Small Business, Digital Marketing Strategy Template 2018'. We hope you find it useful. It's just a sample of a wider selection of services we offer for small business around Ireland.

Some general advice to keep in mind when planning.

- Start with the customer - Build your plan around customer insights and needs - not around your products and tactics.
- Keep it flexible - Situations and plans change, especially online, so ensure plans are usable by a clear vision for the year and keeping detail to a shorter term 90-day focus.
- Set realistic goals - Include specific objectives in your plans but keep them realistic by basing them on insights from your analytics, so they're easy for others to buy into.
- Keep it Simple! - "Jargon light" is best. Again it helps others buy into what you're saying
- Keep plans up-to-date - Review and update regularly.

Hope you enjoy it,
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THE PROCESS

1

PLAN:

Create a digital marketing strategy

1

REACH:

Grow your audience

1

ACT:

Encourage brand interactions & leads

1

CONVERT:

Increase sales through optimisation

1

ENGAGE:

Build customer loyalty & advocacy

1: PLAN

Create a digital marketing strategy

Opportunity

- Review of current performance
- Customer insight
- Competitor benchmarking
- Influencer and intermediary review
- Select marketing goals and create performance tracking dashboards

Strategy

- Select target market segments and targeting approaches
- Define brand positioning and integration with traditional channels
- Review marketing mix

Action

- Create Reach customer acquisition plan (see next sections)
- Create Act brand interaction, content and campaign plans
- Create Convert sales optimisation plan
- Create Engagement customer loyalty plan

2: REACH

Grow your audience online

Opportunity

- Define dashboard to review effectiveness of current digital media in analytics
- Review current use of digital media
- Set VQVC (volume, quality, value, cost) objectives using conversion budget models

Strategy

- Define key brand messages for audience
- Select relevant targeting approaches
- Develop content marketing approach
- Define channel integration
- Create media plan and justify media mix investment

Action

- Optimise SEO
- Optimise or review relevance of Google AdWords (paid search)
- Review opportunities from Display Advertising
- Review relevance of affiliate and partner marketing
- Social media marketing optimisation

3: ACT

Encourage brand interactions and leads

Opportunity

- Review customer journeys for desktop and mobile sites
- Review social media and mobile marketing platform engagement
- Define goals and dashboard for measuring and review customer interactions

Strategy

- Define customer personas
- Define content marketing plan
- Create plans for engaging on social media and mobile marketing platforms

Action

- Create campaign plan, editorial calendar and outreach plan
- Create content assets including video marketing
- Create landing pages

4: CONVERT

Increase sales through optimisation

Opportunity

- Create and review site conversion funnels and paths to purchase
- Review multichannel (omnichannel) interactions
- Review customer feedback

Strategy

- Define online conversion rate optimisation (CRO) approach
- Define how key online communications (search, email, social, mobile) drive sales
- Define offline integration paths to purchase

Action

- Implement site or Ecommerce sales optimisation based on analytics
- Implement CRO through test plan for AB and multivariate experiments
- Implement behavioural email programme

5: ACT

Build customer loyalty and advocacy

Opportunity

- Review customer loyalty using RFM analysis
- Review customer satisfaction drivers
- Review effectiveness of customer communications

Strategy

- Create customer engagement plan
- Create online personalisation and merchandising plan
- Create customer contact plan (email marketing and social media marketing)

Action

- Implement or refine personalisation rules on desktop and mobile sites
- Implement or refine event-triggered personalised emails and newsletters
- Manage social media and email campaigns for customer engagement and advocacy

OUR SERVICE AREAS



**WEB
DESIGN**



**LOGO
DESIGN**



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MARKETING**

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