

Digital Marketing Strategy Framework

Objectives

- -Purpose
- -Goals
- -Desired Outcome
- -Priorities

Value Proposition

- -Service or Product
- -Proven Process
- -Testimonials
- -Credentials

Audience

- Ideal Customer Profile -Potential Reach
- -Industries & Verticals
- -Competitor

Messaging

Tactics

- -Data Base
- Conversion

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- **Retention / LTV**
- -Account Management
- **Budget**

-Delivery -Tech Stack

- -Advertising -Facilities
- **Evolution**

-innovatior

- -Profitability



achieve, what doeas success look like? Set SMART Goals and list

Define what you want to

priorities

of your offering, how that solves a problem and why your proposition will the best

Lock down a clear description

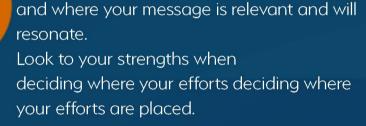
Research your ideal customers and discover what their world looks like. Determine the types of

business that fit your offering

about your audience will serve to curate and tailor your messaging for every customer touchpoint. Blend your core values into messaging for greater impact

The information that you have gathered

Focus on channels that are most likely to generate connections with your audience



development to achieve a seamless transition from lead to qualified sales opportunity

Plan your strategy implementation so

you are confident that tasks can be

completed on time to the required

Ensure good communication and

meaningful reporting.

standard.

understand the desired actions at each

step. Include your sales team in strategy

Map your customer journey and

Aftersales is crucial, referrals are gold dust. Maintain the customer relationship to maximise return

on investment from your strategy.

Get customer feedback and keep

Net Promoter Scores.

Be in control and on top of the investment required to deliver on your strategy.

You won't have to start your strategy from scratch if you have an evolution plan. This means continually moving through the phases of your strategy and updating it as you

When your budget is considered it can be

aligned to and influence your objectives,

goals, tactics and resource allocation

go which will help to scale while go which will help to scale while maintaining profitability.

The Marketing MasterPlan

Book a Workshop