

Digital Marketing Strategy Framework

Objectives

- Purpose
- Goals
- Desired Outcome
- Priorities

Define what you want to achieve, what does success look like?

Set SMART Goals and list priorities

Value Proposition

- Service or Product
- Proven Process
- Testimonials
- Credentials

Lock down a clear description of your offering, how that solves a problem and why your proposition will be the best

Audience

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

Research your ideal customers and discover what their world looks like.

Determine the types of business that fit your offering

Messaging

- Website Copy
- Values
- Social Media
- Promotional Material
- General Communications
- Download

The information that you have gathered about your audience will serve to curate and tailor your messaging for every customer touchpoint.

Blend your core values into messaging for greater impact

Tactics

- Organic Search
- Paid Search
- Data Base
- Social Media
- Platforms
- Offline & Referral

Focus on channels that are most likely to generate connections with your audience and where your message is relevant and will resonate.

Look to your strengths when deciding where your efforts are placed.

Conversion

- Funnel/Customer Journey
- Call To Action
- Optimisation
- Lead Management
- Sales Process

Map your customer journey and understand the desired actions at each step. Include your sales team in strategy development to achieve a seamless transition from lead to qualified sales opportunity

Delivery

- Resources
- Communication
- Project Management
- Reporting / Results
- Quality Assurance

Plan your strategy implementation so you are confident that tasks can be completed on time to the required standard.

Ensure good communication and meaningful reporting.

Retention / LTV

- Account Management
- Customer Satisfaction
- Delight
- Upsell / Resale

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.

Budget

- HR / Training
- Delivery
- Tech Stack
- Advertising
- Facilities
- Commission

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

When your budget is considered it can be aligned to and influence your objectives, goals, tactics and resource allocation

Evolution

- Analysis
- innovation
- Scaling/Growth
- Profitability

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 go which will help to scale while maintaining profitability.

The Marketing MasterPlan

Book a Workshop
Session!