

Free Digital Marketing Plan Template



Conduct Competitor Analysis

- Acquire customer reviews
- Study social media profiles
- Look at SERP snippets
- Check out their PR, industry presence, and news coverage

Define Your Target Audience

- Research your audience
 - Social media activity
 - Customer surveys
 - Purchase history
- Conduct keyword analysis and strategy
- Flesh out your buyer personas

Set Clear Performance Goals

- Build brand awareness
- Demonstrate thought leadership
- Boost conversions
- Generate more sales
- Attract more organic traffic
- Increase engagement on website and socials
- Create a lead generation strategy

Detail Your Digital Marketing Strategies

- Do an ad spend audit
- Create targeted PPC ads (Google and Bing)
- Leverage Google Shopping (ecommerce brands)
- Consider YouTube marketing
- Roll out email marketing campaigns
- Create blog content
- Revamp website with SEO
- Perform keyword research
- Create landing pages
- A/B test PPC Ads
- Share interactive content
 - Quizzes
 - Surveys
- Take advantage of organic social media marketing
- Use paid social media
 - LinkedIn
 - Pinterest
 - Snapchat
 - Twitter
 - Facebook
 - Instagram
- Devote time to remarketing efforts
- Manage your bids
- Outline ad segmentation

Determine Your Budget

- Set a realistic budget
- Detail your KPIs
 - Leads
 - Sales
 - Conversions
 - Return on ad spend
 - ROI