



Get noticed. Gain respect.

# Digital Marketing Strategy Template

A digital marketing strategy helps your business achieve specific digital goals through carefully selected online marketing channels and tactics.

# Brand

## What's your story?

Describe your brand story. A brand story grabs attention, elicits an emotion, and engages people.



## Core marketing messages

Encompass your target audiences' problems or needs, your solution, and that you have the experience to make it work. Example: "Our software halves your manufacturing time."

## Mission

What is your company's purpose? Why does it exist?



## Vision

Describe where you plan to be, and how you plan to make a larger impact when you achieve your mission. Where do you see your company in 5 years? What will the market landscape look like? Where will the community and the world be as a result of your organisation's mission?

## Value

What is your promise to your audience? What problem does your audience have and how are you solving it? How does your product or service solve your audience's need? Zero in on the heart of your service and highlight what stands out about the product you provide.

# SWOT Analysis

Where are we now?



Get noticed. Gain respect.



Get noticed. Gain respect.

## Strengths

What makes your service / product the top tool for addressing consumer needs? What are your cutting-edge features or your novel capabilities that set your company apart?

## Weaknesses

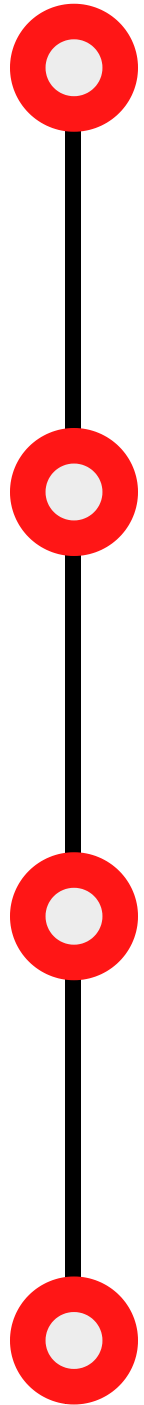
What aspect of your business has room for growth? What part of your business could be improved to strengthen your services / products?

## Opportunities

What are consumers craving? What does your community need?

## Threats

What are the obstacles to your company's growth? Who are your top 3 competitors? What changing factors could threaten your company's position?



# DIGITAL GOALS

## Define your SMART goals

Clearly outline your business' core digital goals. What are you trying to accomplish? These should always tie back to your overarching business goals. Set SMART goals: Specific, Measurable, Achievable, Realistic, Timely.

Example: The business goal is to increase online revenue by 30% this year. The digital marketing goal might be to generate 40% more leads than last year to contribute to that goal.



Get noticed. Gain respect



Get noticed. Gain respect.

# Digital Marketing Funnel

## Know the Stages of the Customer Journey Online

The customer journey starts with making your target audience aware of your solution, then guiding them through an evaluation process and finally leading them to make a purchase. The goal is to create a system, which is measurable at every level of the journey.



## TOFU (Top of the Funnel)

Focuses on a high volume of leads, with an emphasis on not pressuring potential customers by offering relevant information that addresses a need, question or problem they may have.

- ebooks
- Blog articles
- Cheat sheets



## MOFU (Middle of the Funnel)

Leads at this stage in the funnel aren't quite ready to evaluate vendors, but they are focused on researching how they can solve their problem. Continue to nurture them until they're ready to move to the next stage.

- Podcasts
- Videos
- Webinars
- Success stories



## BOFU (Bottom of the Funnel)

They know who you are, what you do, what you provide, and it's likely they have the same information about your competitors. At this point, the lead should be ready to talk to you.

- Free trials
- Exclusive offers
- Discounts
- Consultation





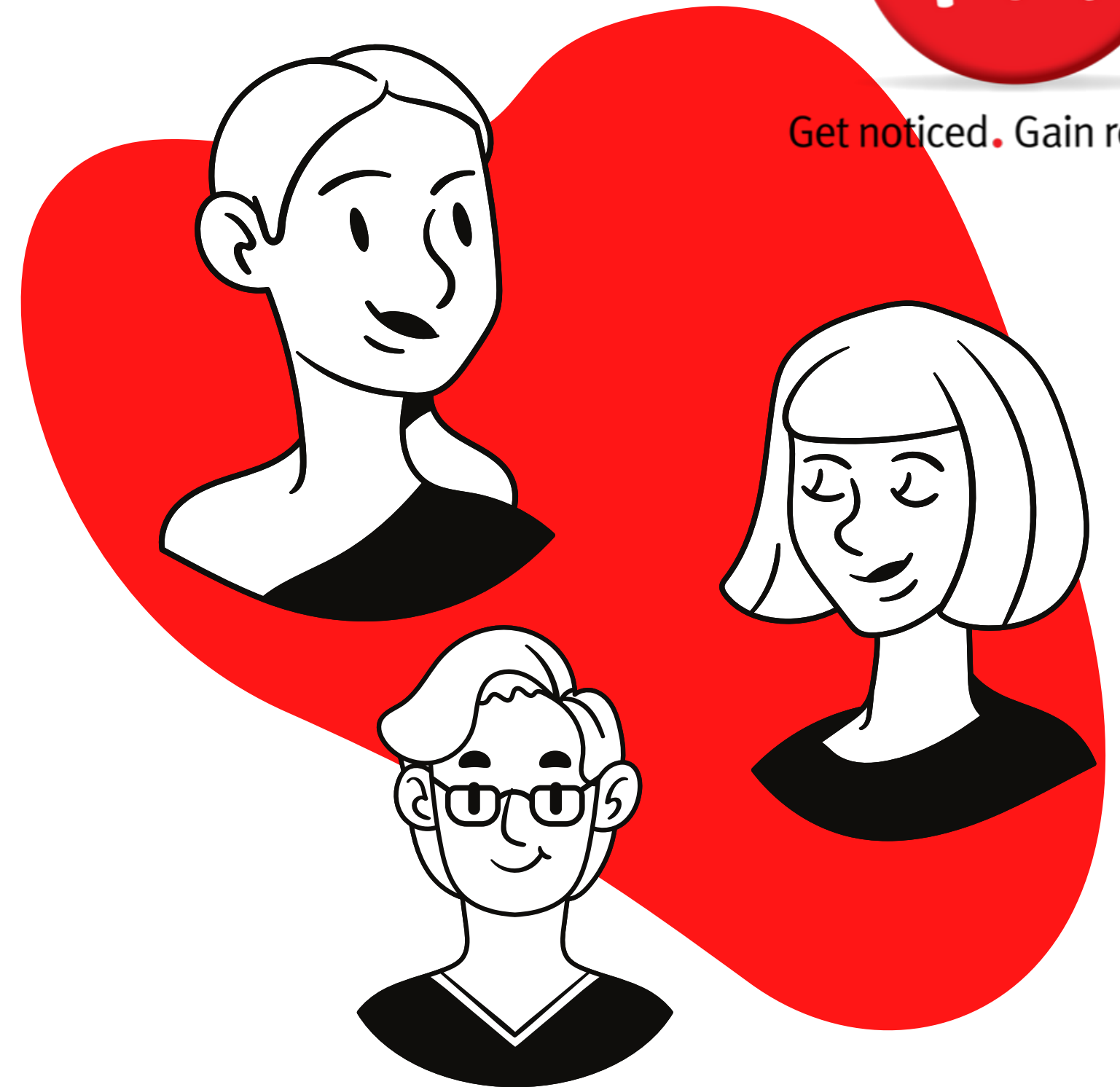


Get noticed. Gain respect.

# Buyer Personas

**Who are your ideal clients / customers?**

Identify 3 to 4 buyer personas. These personas are based on market research and real data about the people you are targeting. The more detailed the buyer persona, the better.



## **Demographics**

(Gender, age, location, marital status, employer, job title, income)

## **Buying Roles**

(Decision makers, influencers)

## **Goals and Responsibilities**

(Task to be completed, an experience to be had, a life goal)

## **Frustrations**

The challenges this user would like to avoid.

## **Needs**

## **Buyer's Journey**

(Where are they at: TOFU, MOFU, BOFU)

## **Channels**

(Social media, TV, radio, non-digital)

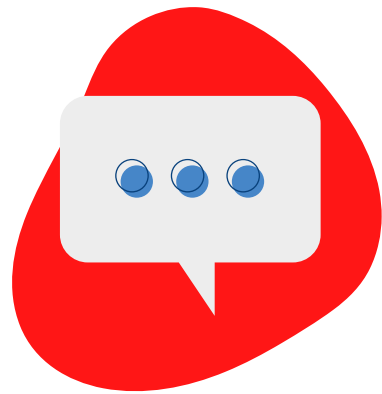
## **Sources of information**

(Content that influences purchase decisions)

## **Influencers / Brands**

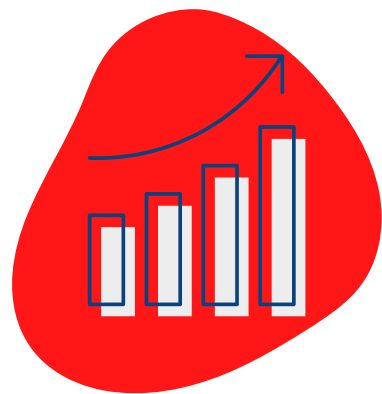
What kind of brands are they into / following?

# Channels, Tactics and Execution



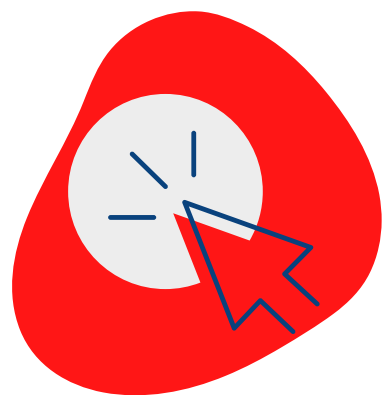
## Channels (owned, earned, paid)

What channels will you use to promote your product/service? (website, social media, Blog, email etc.)



## Tactics

List the actions / digital tactics you will need to accomplish your strategy (Google Ads, SEO, email marketing, social media etc) in each part of the digital marketing funnel.



## Execution

It includes measurable outcomes (look back at your SMART digital goals), timelines, budget and deliverables. The easiest way to do this is in a spreadsheet.



[www.wearehmc.co.nz](http://www.wearehmc.co.nz)



Get noticed. Gain respect.