



Digital  
that  
Delivers.

## Digital Marketing Plan Template

# Key Findings Of That Audit

In order to develop your digital marketing presence in advance of peak season next year there are a number of key areas that need to be worked on.

The Digital Audit has found that the below areas need to be developed.

**Complete this section after your Technical Diagnostics Expert has completed your Digital Marketing Audit**

Action	Detail	Next Step	Target Completion Date

# Business Goals

**Complete this section as part of your homework for the Developing a Digital Marketing Plan training session**

Define your business goals and document them below:

Goal Description	Target Completion Date	Digital KPI



## Digital Targets 2022

Complete this section as part of your homework for the Google Analytics and CRO training session

Following the review of your business goals can you translate these into Digital Goals - you might use some of the goals outlined below:

	2021 Actual	2022 Target
Sessions		
Conversion Rate		
Transactions		
Average Order Value		
Revenue		
Click to Call		
Email Clicks		
Newsletter Sign Up		

## Competitive Set

Complete this section as part of your homework for the Developing a Digital Marketing Plan training session

Identify your Competitive set:

Name	URL
Competitor 1	
Competitor 2	
Competitor 3	
Competitor 4	

# Customer Value Proposition

Complete this section as part of your homework for the Developing a Digital Marketing Plan training session

Customer Value Proposition Template:

Brand Promise / Essence			
Features	CTA 1 from web or social	CTA 2 from web or social	CTA 3 from web or social
Proof Point 1			
Proof Point 2			
Proof Point 3			
Proof Point 4			

When you receive your completed Digital marketing audit this will include USP analysis using customer review data. This can be used to further develop proof points and to populate USP's in the below table.

Messaging / USPs

Completed USPs	Detail
USP 1	
USP 2	
USP 3	
Proof Point 4	

# Target Audience

During your Driving Unpaid Channels Training Session you will be asked to identify your target audience using Driving Unpaid Channels data and also using your own data

Key Locations	% of Traffic	% of Bookings

Age Profile	% of Traffic	% of Bookings

Interests	% of Traffic	% of Bookings

**Complete this section as part of your homework for the Developing a Digital Marketing Plan training session**

Target Personas	
-	
-	
-	
-	
-	
-	

# Online Marketing Budgets & Cost of Sale

During your Paid Channels training session you will be asked to define your overall marketing budget for the current year and break this out between online and offline.

Marketing Budget	2022
Online Budget	
Offline Budget	
<b>Total</b>	

Following the completion of your Digital Marketing Audit with your mentor and your Digital Marketing plan workshop you will split your budget between different channels incl Agency fees to ensure you are achieving your business and digital goals using the table below.

Online Media Costs	2022
Paid search	
Paid Display	
Paid social	
Content distribution	
SEO	
Influencers	
Affiliates	
Retainers	
PPC expert	
Content & SEO expert	
Design service provider	
Social Media Management	
Website Maintenance	
Influencers management	
Technology tools	
<b>Total</b>	

Return	
Target Revenue	
% Cost	

[Click here](#) to download the Table of Costs & Returns Template



# Digital Marketing Timeline

Following your digital marketing plan training you will be asked to break out these channels into a timeline. when will channels / campaigns turn on / off to maximise your budget based on need periods. You will also take into account the training you have received in Driving Unpaid Channels and Driving Paid Channels

Digital Marketing Timeline			A B C D E F G H I J K L M N O P Q R S T U V W X Y Z AA AB AC AD AE AF AG AH																					
PROJECT TITLE		[Project's title]	COMPANY NAME		[Company's name]																			
PROJECT MANAGER		[Project Manager's name]	START DATE		12/1/21																			
PHASE	DETAILS	Q1						Q2																
		JAN		FEB		MAR		APR		MAY		JUN												
	PROJECT & CHANNEL	The first Monday of each month -->																						
1	Measurement & Implementation	Account Set Up																						
		Goal Tracking																						
		Funnel Creation																						
		Events																						
2	SEO	Technical Audit Review																						
		Keyword Research																						
		Onsite Optimisation																						
		Link analysis																						
		Meta Review																						
		Seasonal Change																						
3	Website Improvements	Offers																						
		Lead Incentive																						
		Navigation changes																						
		Create Target Audiences																						

[Click here](#) to download the Digital Marketing Timeline Template

# Plan Summary

Key Observations & Next Steps