Digital Marketing Plan

DIGITAL MARKETING PLAN

The purpose of ALL marketing is to make a connection between your product/service and a prospective customer's needs. There is a logical step-by-step process you can use to make that connection.

While the digital age has given us many new tools, the process is same. In this workbook, you'll discover how to enhance your marketing with new digital tools.

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Note: This program assumes you have a current, well-designed website in place. If you don't, check out our Website Audit and Plan. Come back when you have fixed your website.

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Define your target audience

When you try to be all things to all people, you wind up delivering a product that doesn't please anyone. Whether you know it or not, you have an ideal customer, someone who is most likely to buy your product at the right price. Your marketing will be most effective when you focus your message on a few specific audiences.

Your ideal client may or may not be the customer(s) you are currently doing business with. Define your ideal client as the profile of who you want to attract. If you are not sure – take some time to work through the exercises in our Ideal Client Workbook.

Who is your ideal customer?

Below, write a description of your ideal customer, include demographics like age, gender, interests for consumer products and industry or company size for business products or services.

_____

_____

_____

What are their pain points?

What keeps your client up at night? What problem does your product or service solve?

_____

_____

_____

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Where do they go for information and entertainment?

If you are like most firms you don't have the bandwidth to participate equally in all social media channels. And, you probably don't need to. When you have defined your customer clearly, it is easier to select the right social media platforms.

Considering your target customers, which social platforms are they most likely to use?

❑ Facebook ❑ Twitter ❑ LinkedIn ❑ Instagram ❑ Houzz ❑ Other

Who are you already attracting?

This is where you can see how well your marketing is matching up with your target. Start with a deep dive into your Google Analytics. Look at the age, gender and location demographics. Then check your social media analytics for the same type of information.

Compare the types of audiences you are attracting with your ideal client. Also, look to see if your audience is making the jump from social media to your website. How well does your marketing match up?

- ❑ My target audience and social audience are about the same
- ❑ There is some overlap between my ideal client and my social audience
- ❑ There is no significant match between my social community and my ideal client

If you have selected the right channels these two audiences should match closely. If they don't, you may be spending too much time on the wrong channel.

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Competitive Analysis

Social media makes it easy to study your competitors' online behavior. Make sure you select companies you are really competing against. If you go too large or too small the data won't be as helpful.

Look at what platforms your competitors focus on, how often they post, what they post and what type of reaction and interactions they get from their audience.

Studying your competitors doesn't mean copying everything they do. They may not be doing it right, but watching their programs will give you a chance to take the best parts of what they do and do it better.

Creating a simple table like this can make the comparison easier. Do not limit yourself to the criteria listed below.

	Competitor One	Competitor Two	You
Top Social Media Platform			
Size of community			
# of status updates monthly			
Amount of engagement			
Type of content shared			
Advertising Y/N?			
Other			

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Create Content

Create content to address your customer's pain points

Now that you have done your homework, focus on the things your audience cares about. Use blogs, videos, photos and more to answer frequently asked questions. List the most common questions and commit to creating content to answer each of them.

1 _____

2 _____

3 _____

4 _____

5 _____

Set a schedule you can manage

Should you blog once a day, once a week or once a month? How often should you distribute an email newsletter? The answer will vary by industry. While frequent content helps you stay in front of prospective customers, that needs to be balanced with the time required to create that content. Don't bite off more than you can handle.

Most small businesses see good results from one blog post a week, one newsletter a month and one social media update a day. A content calendar will help you plan ahead. Grab a copy of our calendar worksheet.

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Create a content library

Content will come in many forms including but not limited to: blog posts, videos, images, workbooks and checklists. As you create new pieces of content, be sure you're organizing and housing it in a way that makes it easy to reuse at a later date.

Multiple blog posts can be combined into a collection and used as a download offer. And, if you have a seasonal business, content can be reused, recycled or updated each year making it easier to fill your content calendar over time.

Develop a Social Strategy

Build your community

Social marketing works best when it is social. That means you need to budget time to interact with your community. Creating original content is important but demonstrating you are interested in interacting more than just broadcasting will get your brand noticed.

Look for people who seem to have a lot of interaction on topics relevant to your industry. They don't have to be the big name celebrities, just relevant in your business. Connect with them. Make a point of commenting and interacting. Soon their followers and fans may follow you too. List three people you will regularly interact with to build visibility. Update this regularly.

1 _____

2 _____

3 _____

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Increase your following by reaching out to individuals personally, interacting actively with others. Test different types of content including contests and pop questions and cross promotions with other relevant companies. Promote social community in your newsletter and your email list sign up on social platforms.

Use automation tools carefully

Tools like Hootsuite and Buffer and even the Facebook and Twitter scheduling tools can help save time. Just use them with caution. Be prepared to cancel or change status updates if something occurs which makes your content irrelevant or inappropriate.

Pay to play

While we don't encourage buying lists of fans, it does make sense to run the occasional ad on your preferred network. For as little as $100/month you can reach thousands of prospective clients. If you are thinking about running ads grab a copy of Dominate Facebook or Leverage LinkedIn

Target your ads to select audiences. Test multiple variations and track buyer behavior all the way from the social media platform to your landing page and beyond.

Capture Prospects

Create landing pages

Select the best of your content to create a resource such as a checklist, collection or workbook you can offer prospective customers in exchange for their contact information. Review the posts, newsletters and status updates which got the best interaction. Use these topics as a starting point for your offer.

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Make a list of potential offer topics:

1 _____

2 _____

3 _____

Build a simple landing page to collect an email address in exchange for your content. Keep the page simple with one offer and a short submission form. Tools like Formstack and Gravity Forms make it easy to create landing pages on the fly.

Connect with email

Segment your email lists based on interest. People are more likely to interact with relevant information and unsubscribe if they receive irrelevant information. Instead of sending everyone the same information, use your offers and downloads to segment people into groups more likely to respond to a specific offer. Then create automated campaigns and regular newsletters containing additional information on specific topics designed to move prospects through your pipeline.

Third party email tools like Constant Contact and MailChimp allow you to create attractive, informative emails in a matter of minutes. Once created you can direct them to segmented lists. The reporting tools will help you identify the most interested prospects.

This is where digital meets the real world. Pick up the phone to connect directly with people who are demonstrating real interest by downloading and interacting with your content.

For more on how to use email and automated campaigns check out Shorten the Sales Cycle workbook.

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Measure results, adjust and start again

In a way, digital marketing is like a scientific experiment. You observe your environment, review data, make a plan based on your hypothesis of who you believe your target customers are and what they want from you. Design your experiment, creating content and placing it where your customers are likely to be. Measure the results using digital tools to improve your marketing every time you run a campaign.

Select a few numbers which you track every month

These might include: web traffic, number of downloads, open rates or click through on email, likes, shares and comments on social media. Create a graphic display to see at a glance if your marketing is improving.

What will be on your dashboard:

1 _____

2 _____

3 _____

4 _____

5 _____

Remember marketing is a continuous process. When something does not go well, ask why. When it does, try to discover what made it successful. Then, like a good scientist, apply what you have learned.

If you found this workbook useful and would like to learn more, give us a call 317-569-1396

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THANKS FOR READING!

For help kicking off your digital marketing plan, give us a call or visit roundpeg.biz.

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