



## Digital Marketing Strategy Framework

# MasterPlan

### Objectives

- > Purpose
- > Goals
- > Desired Outcome
- > Priorities

Define what you want to achieve, what does success look like?  
Set SMART Goals and list priorities.

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

### Value Proposition

- > Service or Product
- > Proven Process
- > Testimonials
- > Credentials

### Audience

- > Ideal Customer Profile
- > Potential Reach
- > Industries & Verticals
- > Competitors

Research your ideal customers and discover what their world looks like.  
Determine the types of business that fit your offering and who you will be competing with.

The information that you have gathered about your audience will serve to create and tailor your messaging for every customer touchpoint. Blend your core values into messaging for greater impact.

### Messaging

- > Website Copy
- > Values
- > Social Media
- > Promotional Material
- > General Communications
- > Downloads

### Tactics

- > Organic Search
- > Paid Search
- > Data Base
- > Social Media
- > Platforms
- > Offline & Referrals

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.

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.

### Conversion

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





## 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

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.

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

## 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

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.

- > Analysis
- > Innovation
- > Scaling/Growth
- > Profitability



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Free Workshop

Register Today!