

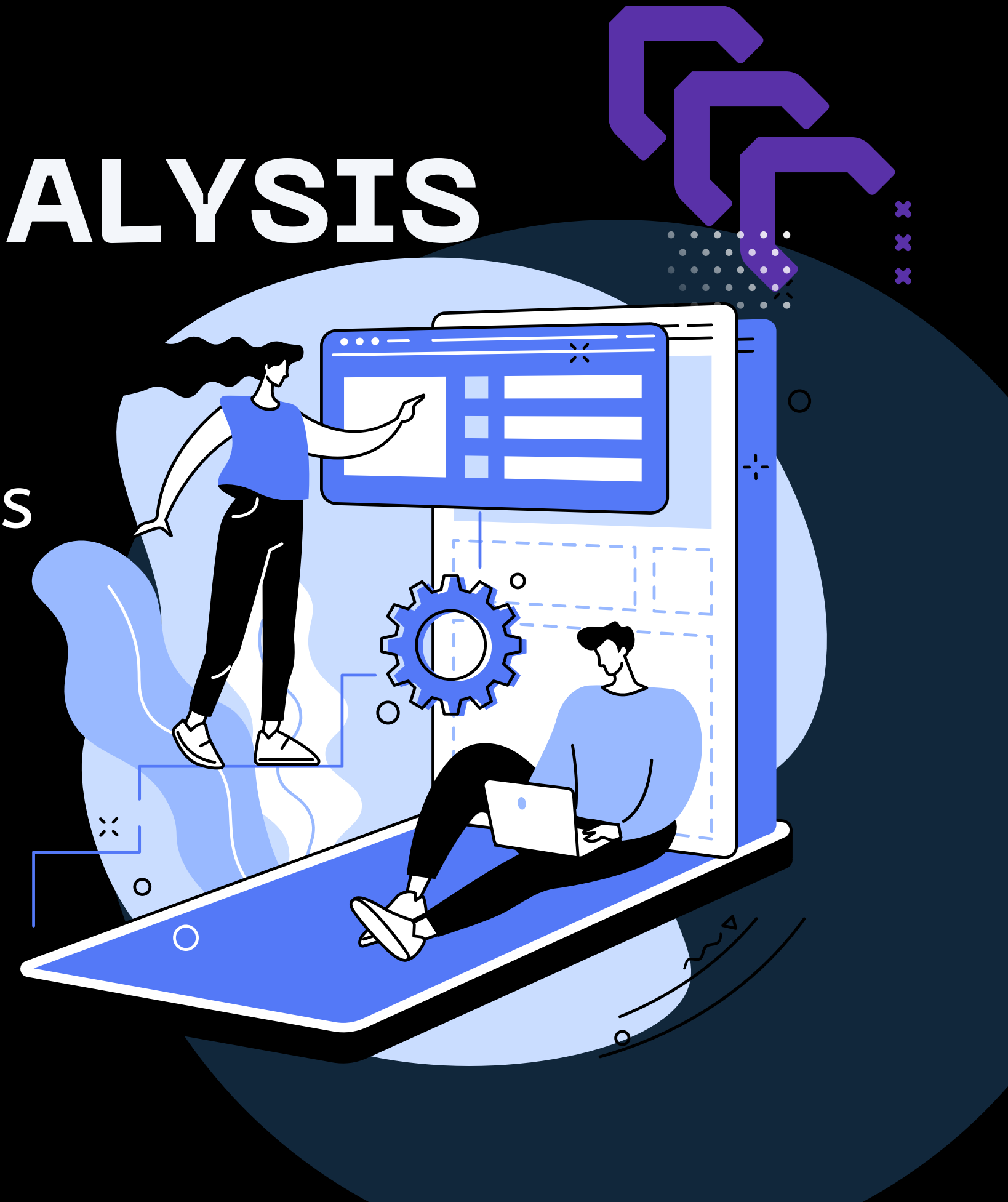
DIGITAL MARKETING STRATEGY

8 STEP
CREATION PROCESS



STEP 1 SITUATIONAL ANALYSIS

Review your current Marketing. This should cover current target audiences, service offering, objectives, current marketing activities, SWOT analysis



STEP 2

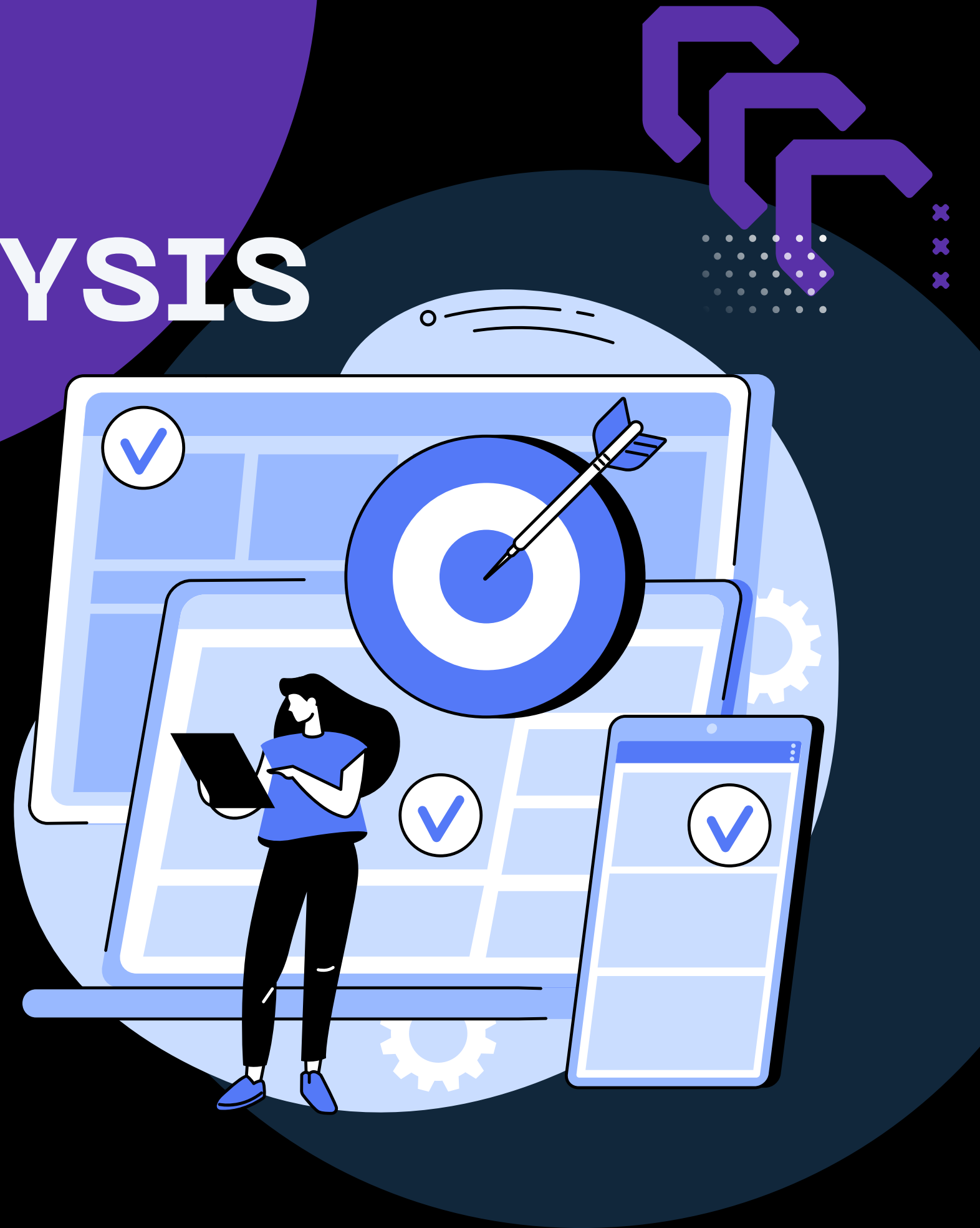
BRAND STATEMENT



Create your brand statement that is focused on core pillars from which all Digital content should aim to satisfy and communicate to your target audience.

STEP 3 COMPETITOR ANALYSIS

Full digital audit of key competitors across social media and websites to ascertain key areas of digital strength, content focus, optimisation, web speed, key words been ranked for and other key metrics.



STEP 4 DIGITAL & CONTENT AUDIT

Audit current website pages, social media and content already created both text, imagery, reports, video, to see what can be repurposed or updated for use again. This will also identify shortfall content areas where content needs to be created from scratch.



STEP 5

PERSONA DEVELOPMENT



Develop detailed audience personas based on client target needs and pain points in order to understand the content, channels and tactics needed to communicate and engage with them effectively via digital.

STEP 6

SET OBJECTIVES FOR DIGITAL

Set the purpose for using digital and then agree objectives to achieve from social media/digital activity. Agree associated KPI's to aim for on a quarterly basis. Suggested framework is S.M.A.R.T.



Specific, Measurable, Attainable, Relevant, Time-bound



STEP 7

CONTENT PLAN CREATION



Detail a proposed content marketing plan that details the social media channels and content types that your Marketing should use to communicate to audience personas in order to focus on achieving objectives and KPI's .

STEP 8

MEASUREMENT

On going reporting and measurement of social media and digital activities both using on-channels analytics and website analytics to measure effectiveness of social media in achieving agreed objectives and KPI's. Measurement will also allow for testing and recommendations to keep improving performance.

