

Strategic online marketing plan (sample)

11/1/10

Objectives

Become a business success story

Build an effective online brand

Grow customer base

Goals

100k website visits /mo

200 paid customers /mo

Heardable Score >580

1,000 inbound links

10k Twitter followers

Strategies

Optimize website

Embrace publishing

Launch paid advertising

ID pitfalls & opportunities

Tactics

Hire SEO consultant

Hire social media mgr

SEM buys on Google

Subscribe to Heardable

Multivariate testing

20+ blog posts each mo

Affiliate program

Implement tracking code

Usability testing

Syndicate w/ RSS & API

Social search campaigns

Daily data briefings

Optimize for mobile

YouTube/FB channels

Test mobile ads

Performance based bonuses