Race Digital Marketing Planning Framework

Lifecycle Stage	Objective (SMART)	Strategies towards goal	KPI
Reach Awareness and visits	• Increase monthly visits by +30% in a year	• Create a YouTube Channel of free photography tutorials powered by the partner networks.	• # Visits Organic Traffic
Act Interaction and leads	• Reduce Cost Per Acquisition 10% in a year	• Social Media Advertising of Photography tutorials that had performed well in regular PPC advertising. • Content ROI system along the funnel, measuring acquisition costs, conversion rates and amount spent in content.	• # Prospects Per Content Item • $ Spent Per Prospect
Convert Sales and profit	• Increase conversion rate from 1% to 2% in a year	• Change the approach of your Photography tutorials moving towards Edition of Photos in order to create conversions. • Develop an Affiliate Program for Influencers in order to gain fidelity among them.	• % Prospects over Customers
Engage Loyalty and advocacy	• Increase Time to Live (TTL) from 2 months to 3 months in a year	• Take advantage of Bloggers and technology to help personalize content.	• # of Subscription Months