

Digital Marketing Planning Template

First things, first...

Digital marketing planning is no different to any other marketing plan, in fact it's increasingly strange to have separate plans for 'digital' and 'offline' since that's not how your customers perceive your business. However, we're often required to separate plans for "digital" only based on the way teams and reports are structured and to help the transition to digital - before it becomes "business as usual". A common format helps align your plan to other marketing plans!

Some general advice to keep in mind when planning

- Focus on building a plan around the customer - not your products and tactics
- Situations and plans change, especially online, so ensure plans are usable by having a clear vision for the year and keeping real detail to a shorter term 90-Day focus
- Make plans fact-based and state assumptions, so they're easy for others to buy into
- Jargon light is best, again it helps others buy into what you're saying
- Keep plans up to date - monthly is more than enough
- There isn't a perfect plan, what's needed changes according to each business!

Creating the general structure

Knowing where to start is often the hardest thing when writing a digital marketing plan. So once you have a structure / framework to follow in a table of contents it's then almost a matter of filling in the gaps...

At Smart Insights we recommend the [SOSTAC™](#) structure developed by PR Smith, Dave Chaffey's co-author of *Emarketing Excellence*. This is a great framework for business, marketing or digital marketing plans since it's simple and logical, so it's easy to remember and to explain to colleagues or agencies.

Each of the six areas help in separating out the key strategies, for example customer acquisition, conversion and retention.

That's the intro, you'll want to delete this bit! In the other sections we have provided headings to help structure your strategy, with prompts to help your thinking in italics which you'll also want to delete.

About this document

We've created this since we've been asked so many times for it when giving training courses and consulting.

