

DIGITAL MARKETING TEMPLATE

1. INTRODUCTION

To set your focus, briefly define your business, products, services and markets. Outline the purpose of your plan and who it's intended for.

2. EXECUTIVE SUMMARY

CURRENT POSITION

Explain the current situation from top to bottom. This should be concise and summarise your plan.

KEY ISSUES

Highlight the key issues and challenges the organisation and individual departments face. This can be taken from your audit and might be best completed once you've finished your plan.

3. ORGANISATION VISION, MISSION & VALUES

This section should set your organisation's destination and tone. Taking time to write this will help you focus on how your plan is going to get you there.

MISSION

Simply Digital Marketing example: To deliver up to date and interesting content on Digital Marketing, supporting academics and professional to succeed in this progressive profession. To practice what we preach and have a strong digital presence, being found, clear and memorable.

VISION

Simply Digital Marketing example: Delivering up to date information on all things Digital Marketing; we have thousands of visitors each month and support academics and professional achieve their Digital Marketing goals.