

# Digital Marketing Plan Template

It's important to develop a digital marketing plan template for your business because you need to know what your game plan is for reaching your marketing goals. Developing a digital marketing strategy requires two key elements that are outlined in the following steps:

## Establishing Your Own Marketing Funnel



Creating a map for converting potential customers into returning customers.

## Driving More Traffic to Your Website



### DO THE FOLLOWING:

Create **Keywords** for better search results

Create **CTAs** or call-to-action phrases & images

Have a **well-designed website** that is clean, professional, & easy to navigate

## 5 KEY TACTICS TO INCLUDE IN YOUR MARKETING TEMPLATE

# 55%

more traffic when you are **blogging** relevant, thought-provoking information.

**Email** to keep your current leads engaged



**Landing Pages** provide high-quality content, gather leads & include **keywords** to improve SEO rankings



**Social Media** to interact with your customers on a personal level, track leads, & grow your industry



Including **extras** like videos, infographics, & promotional articles to ensure success

Contact Sprint Marketing today for a **FREE** Leads Analysis to see how we can improve your digital marketing plan.

