

DIGITAL MARKETING PLANNING TEMPLATE



RACE Planning: Your companion to creating or updating your online marketing strategy

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INTRODUCTION

How to use this RACE Planning Template

WELCOME

Thanks for downloading this Smart Insights template and congratulations on taking steps to improve your digital strategy! We hope you find it useful when creating or refining your plans to make more better use of the fantastic opportunities available from digital marketing. It's a sample of our actionable advice for marketers including 7 Steps eBooks; online training courses; how-to-videos and marketing templates.

Our recent research showed¹ that shockingly, many organisations are doing digital marketing, but they don't have a strategy. The reality is that

digital channels are still relatively new and fast-changing, so many businesses haven't responded adequately and their business is at risk. We found that although many organisations now use a planned approach to digital marketing, many others still don't.

We believe that you need to first define a separate digital plan to quantify the case for investment in digital marketing and change your approach to managing digital marketing. Then move to a better integrated approach where it's part of your marketing strategy.

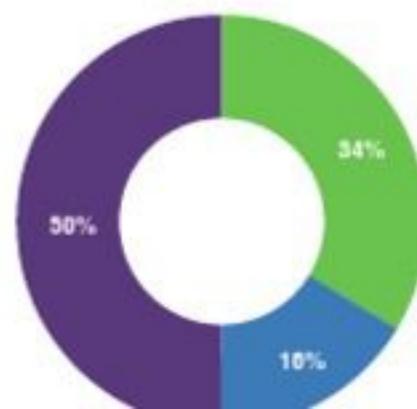
RECOMMENDATION

CREATE A SPECIFIC DIGITAL MARKETING PLAN

Create a detailed digital marketing plan defining the digital channel strategy for each major market/proposition to provide focus and direction for the future.

Make sure your digital plan is well integrated with all marketing communications and aligns with your business objectives.

Does your organisation have a clearly defined digital marketing strategy?



- Yes - It's integrated into our marketing strategy
- Yes - It's defined in a separate document
- No - we are doing digital marketing, but no defined strategy