

Digital Marketing Strategy Template

This worksheet is designed to help you establish a strong digital marketing presence. Executing on your strategy will require foresight and discipline, but if you follow these simple guidelines, your strategy will be comprehensive enough to make you successful.

1 DIGITAL MARKETING AUDIT

Start with a baseline. These will be the metrics that inform your strategy and the numbers that you measure your success by:

- Monthly visits to your website
 - Monthly visits from organic search
 - Monthly referral traffic
 - Monthly visits from social media
 - Monthly visits from email
 - Size of email list
 - Twitter Followers
 - Facebook Likes
 - LinkedIn Followers
 - Google+ Circles
-

2 WHAT ARE MY PRIMARY OBJECTIVES?

Next, you need to establish your primary objectives for your digital marketing efforts. Here's a short list of possible objectives:

- Grow my email list
- Drive more traffic to my website
- Build more assets that will drive organic search traffic and email list growth
- Grow my social following
- Sell more products online
- Make a bigger name for myself, my company, or other people in the organization

You should choose between three and five objectives and you should quantify them. Make sure that you have a number to hold yourself accountable to. A good benchmark is 10 – 20 percent monthly growth in most areas.

3 WHAT CHANNELS WILL I USE TO ACCOMPLISH THESE OBJECTIVES?

Next, assess what channels you need to leverage in order to make this a reality. A short list of channels and methods include:

- Blogging
- Premium (Gated) Content
- Videos
- Webinars
- Podcasting
- Email
- Twitter
- Facebook
- LinkedIn
- Google+
- Pinterest
- Instagram

The list goes on and on. The most important thing you can do is limit your scope. We recommend starting with 3-5 channels and then adding more the next quarter. This both forces you to focus on the channels you choose and ensures that you don't spread yourself too thin.

4 WHAT RESOURCES DO I NEED TO ACCOMPLISH THESE OBJECTIVES?

Next, make a list of all resources you need from other people. Do you need design or copywriting resources? Do you need a paid account for a SaaS platform like Hootsuite or Moz? Make a list of anything you may need to pay for and itemize it so you can effectively communicate your needs.

5 WHAT ROOM FOR GROWTH EXISTS IN THE NEXT QUARTER?

Finally, look at the long-term view. If you execute on this strategy, what other opportunities may exist? If your team can commit to social media and content this quarter, could you start email nurturing or thought leadership the next quarter? This should give people a reason to commit to the strategy you've put forward here.

This template should help you build an effective digital marketing strategy, but if you need more help or if you need someone to execute your digital marketing strategy for you, don't hesitate to ask! Just email us at **NewBiz@MilesHerndon.com**!