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6-Part
Digital Marketing Strategic Plan

How to Use This Template?

To work on this template, you will need to retrieve digital marketing analytics data from an established company who has been running digital marketing campaigns for at least one year.

Complete and pass the assessments for all 6 core modules of the Certified Digital Marketing Strategist (CDMS) Programme:
1. Digital Marketing Strategy
2. Content Marketing
3. Search Engine Optimisation
4. Digital Advertising
5. Social Media Marketing
6. Digital Marketing Analytics

There are 6 sections in this digital marketing strategic plan:

1. Executive summary
2. Digital marketing audit
3. Market research and analysis
4. Marketing objectives and KPIs
5. Digital marketing campaign plans
6. Digital marketing analytics and optimisation plan

The executive summary is to be completed after sections 2 – 6 have been completed. In section 5, select at least 2 digital marketing channels to develop campaign plans on.

Estimate time to complete: ~ 1 - 3 months

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1. Executive Summary

[Text here]

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2. Digital Marketing Audit

What is a digital marketing audit?

A digital marketing audit is an examination of the performance of digital channels and current resources utilised to achieve a business's marketing objectives, with the goal of reassessing and improving the existing strategies.

It consists of 2 parts:
1. Audit of available resources
2. Audit of current performance of digital channels

2.1. Audit of Available Resources

A digital marketing resource audit can help you identify gaps which may hinder your campaigns' success. Once you have identified crucial gaps, you can then recommend steps to rectify any issues.

Resources	Checklist	Summary of findings and notes for improvement
Human Resource Capability	☐ Sufficient employees to execute digital marketing strategies ☐ Marketing personnel are competent in their job functions and assigned tasks	[List all human resources e.g. Marketing Manager x 2, Marketing Executive x 6, Content Writers x 2, SEO Specialist x 1, Digital Marketing Analyst x 1, etc.]
External Agencies/Consultants	☐ External agencies/consultants have the relevant required competencies	[List all marketing agencies and their respective roles]
Website	☐ Website is user-friendly and well-designed to serve its intended purposes (e.g. as a lead generation tool, branding, content hub, etc.)	[Enter website URL here]
Tools and platforms	☐ Tools and platforms are well-utilised, performing to expectations ☐ Tools and platforms are able to meet organisational requirements ☐ Sufficient budget is allocated to necessary tools and platforms	[List all existing tools e.g. Google Search Console, Google Analytics, Buffer, Semrush, BuzzSumo, Infusionsoft, MailChimp, etc.]

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Brand and Online Reputation	☐ Brand has presence on social media platforms where target audiences are present ☐ Brand messaging is consistent	[List social media assets e.g. Facebook Page, Instagram Business account, YouTube, etc.]
Budget	☐ Budget is sufficient to execute digital marketing plan	[Enter marketing budget here]

2.2. Audit of Current Performance of Digital Channels

An audit of the current performance of various digital channels can help you determine which campaigns are the better-performing ones. This can help you direct your focus to the appropriate marketing campaigns/channels.

For example, if the conversion rate of a particular marketing campaign is determined, we can use it to predict the profitability of the marketing campaign, set appropriate budgets and allocate the necessary resources to boost return on investment.

The table below provides a guide on the definition of the terms used and where you can retrieve the information from.

Terms	Definition	Where can you get this information?
Channel	According to Google Analytics, a channel is a group of traffic sources (e.g. Google, Bing, Yahoo) within the same medium (e.g. organic). Therefore, 'organic search' would be the channel which could include traffic sources within the same medium such as Google, Bing, Yahoo. Other examples of channels include: • Paid Search • Social • Display • Email • Direct • Referral	Web analytics platforms such as Google Analytics
Traffic	A metric which measures the total number of visits to a website.	Web analytics platforms such as Google Analytics
Conversions	A metric which measures the number of important actions taken by a website user. Examples of important actions include filling out a contact form, spending X amount of time on a website, watching a video till the end, and completing a purchase on a website.	Web analytics platforms such as Google Analytics. In Google Analytics, you can set up goal tracking to define your conversion actions.

Conversion Rate	A metric expressed as a percentage, calculated by dividing the total number of users who took an important action by the total number of users who visited a website. Example calculation: Total number of users: 100 Total number of important actions taken: 5 Conversion rate: 5/100 X 100 = 5%	Web analytics platforms such as Google Analytics
Cost	The total amount spent for a channel.	This can be calculated internally within an organisation.
Cost Per Acquisition (CPA)	The total cost of acquiring a customer. Example calculation: Total $ spent for paid search: $10,000 Total number of customers acquired: 100 Cost per acquisition: $10,000/100 = $100 CPA	Advertising platforms or calculated internally within an organisation.
Value	The total amount of revenue or profit brought in by a channel. Formulas used to calculate the average order value or customer lifetime value varies from organisation to organisation. Example calculation: Average order value/Customer lifetime value: $1000 Total number of completed purchases from website: 1000 Value: $1000 x 1000 = $1,000,000	This can be calculated internally within an organisation and reported within a digital marketing analytics platform such as Google Analytics. In Google Analytics, you may set a goal value i.e. $300 for every lead, assuming it takes 10 leads to close one sale with a customer lifetime value of $3,000.
Return on Investment (ROI)	The value gotten back for the total expenditure of a channel, expressed as a percentage. (Total amount spent / Value) / Total amount spent X 100% = ROI Example calculation: Total amount spent: $100,000 Value: $200,000 ROI: ($200,000 - $100,000) / $100,000 = 100%	This can be calculated internally within an organisation.

Access your digital marketing analytics platform e.g. Google Analytics to retrieve the following data.

Channel	Traffic	Conversions	Conversion Rate	Cost	Cost Per Acquisition	Value	Return on Investment

Summary of Findings:

3. Market Research and Analysis

Related Course Module: [Digital Marketing Strategy](#)

The research and findings from this section will influence the next sections where you define your marketing objectives, KPIs, select appropriate digital marketing channels, and plan your campaigns.

3.1. Customer Personas

You may develop as many customer personas as you see fit based on your business and industry. You can retrieve demographic data from tools such as **Google Analytics** and **Facebook Audience Insights**. For a more detailed guide on developing customer personas, check out our [How to Develop Buyer Personas Ebook](#).

Customer Persona 1:

Profile Picture:	Name:	
	Age:	
	Gender:	
	Location:	
	Interests:	
	[Add new field]:	
	[Add new field]:	
	[Add new field]:	
	[Add new field]:	
	[Add new field]:	
	[Add new field]:	

Summary of Customer Persona 1:

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Customer Persona 2:

Profile Picture:	Name:	
	Age:	
	Gender:	
	Location:	
	Interests:	
	[Add new field]:	
	[Add new field]:	
	[Add new field]:	
	[Add new field]:	
	[Add new field]:	
	[Add new field]:	

Summary of Customer Persona 2:

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3.2. Market Analysis (Digital)

Market size:

Having an idea of the market size can help you estimate your reach potential, marketing budget amount required, and determine appropriate marketing channels to reach your audiences.

Useful tools:
- Facebook Audience Insights
- Google Keyword Planner
- Research papers/reports on a national level

Summary of Findings:

Market trends:

Understanding the market trends can help you understand your customers better (in terms of consumer behaviour, purchasing power, etc.), plan seasonal marketing campaigns, and select the right marketing channels, creatives, and promotions.

Useful tools:
- Google Trends
- Google Keyword Planner
- Trends reports

Summary of Findings:

3.3. Competitive Benchmarking

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Competitive benchmarking can measure your company's performance against your competitors' and industry benchmarks. This can also help you to question your current modus operandi, adopt new practices, and develop innovative marketing strategies to remain competitive.

Useful tools for competitive benchmarking:
- Google Analytics Benchmarking reports
- Semrush
- SimilarWeb
- SocialBakers
- Industry reports such as the 2019 Social Media Industry Benchmark Report

Provide your research findings and rate each capability on a Likert scale of 1 – 5. 1 being the least capable and 5 being the most capable in the table below.

Digital Marketing Capabilities	Review of Company	Review of Competitor 1	Review of Competitor 2	Industry Benchmarks
Website engagement				
Social media				
Organic search				
Paid search				
Email				
Referral				
Display				
[Add new benchmark]				
[Add new benchmark]				
[Add new benchmark]				

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[Add new benchmark]				
[Add new benchmark]				

Summary of findings and recommended strategies for market domination:

3.4. SWOT Analysis

Conducting a SWOT analysis on your company can provide you with insights on the strengths, weakness, opportunities and threats in the market your company is competing in. By analysing your company and competitors' SWOTs, you can strategise how to amplify your strengths, diminish weaknesses, tap on lucrative opportunities, and mitigate threats. You can then develop powerful strategies to remain relevant and competitive in the market.

Strengths	Weaknesses
Opportunities	Threats

Summary of findings and strategies to tackle these issues:

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4. Marketing Objectives and SMART KPIs

Marketing objectives are goals that specify the intentions of the marketing department . Examples of marketing objectives include:
- Amplifying brand awareness
- Lead generation
- Increasing sales

SMART KPIs are Specific, Measurable, Actionable, Realistic, Time-bound Key Performance Indicators that are more detailed than your marketing objectives. They help you keep track of the progress of your marketing campaigns and provide you with performance benchmarks to improve your efforts.

Marketing Objectives	SMART KPIs

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5. Digital Marketing Campaign Plan

Related course module: Digital Marketing Strategy

What is a digital marketing campaign plan?

A digital marketing campaign is different from a digital marketing strategy. When talking about digital marketing strategy, we are referring to a master plan or a blueprint to achieve a long-term or macro goal. Campaigns on the other hand are the specific tactics used to achieve more micro, short-term goals within the digital marketing strategy.

In this section, you may map your digital marketing campaigns (tactics) to the ACPA (Awareness, Consideration, Purchase, Advocacy) buying funnel. You may also use alternative funnels depending on your industry.

Awareness:

KPIs	Campaign	Tactics (Details)	Metrics	Budget	Human Resource	Timeline

Consideration:

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KPIs	Campaign	Tactics (Details)	Metrics	Budget	Human Resource	Timeline

Purchase:

KPIs	Campaign	Tactics (Details)	Metrics	Budget	Human Resource	Timeline

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Advocacy:

KPIs	Campaign	Tactics (Details)	Metrics	Budget	Human Resource	Timeline

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5.1. Customer Journey Map

Map the overarching customer journey here (from marketing channels to website browsing, to conversions to advocacy channels).

Use a tool like Funnelytics.io to illustrate the journey.

[Insert customer journey map illustration here]

Document the customer journey below:

5.2. SEO Plan

Related course module: Search Engine Optimisation

Access the SEO strategy and planning templates via the SEO course resource library on the learning portal.

5.3. Digital Advertising Plan

Related course module: Digital Advertising

Access the Digital Advertising strategy and planning templates via the Digital Advertising course resource library on the learning portal.

5.4. Social Media Plan

Related course module: Social Media Marketing

Access the Social Media Marketing strategy and planning templates via the Social Media Marketing course resource library on the learning portal.

5.5. Content Marketing Plan

Related course module: Content Marketing

Access the Social Media Marketing strategy and planning templates via the Content Marketing course resource library on the learning portal.

5.6. Other Marketing Plans

Include other marketing strategies that are relevant to your business here such as:
- Facebook Advertising
- Google Ads
- Email Marketing
- Marketing Automation
- Digital PR
- Partners
- Affiliate Marketing
- Conversion Rate Optimisation

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6. Digital Marketing Analytics and Optimisation Plan

Related course module: [Digital Marketing Analytics](#)

In this section, you will create a digital marketing analytics and optimisation plan to improve your digital marketing performance.

6.1. UTM Tracking Organisation

Use the UTM tracking template to organise all your tracking URLs in one place:

Step 1: Head over to
https://docs.google.com/spreadsheets/d/1Tiloe_ubbDVEPK-z9r83XgXXTqflg20EHgNUWDC8jYk/edit#gid=1

Step 2: Click "File" => "Make a copy"

Step 3: Create at least 3 UTM tracking URLs with the Campaign URL Builder https://ga-dev-tools.appspot.com/campaign-url-builder/

UTM Tracking Organiser:

[Insert link to UTM Tracking Organiser here]

6.2. Custom KPI Dashboard Creation

Create a custom dashboard with Google Analytics or an alternative digital marketing analytics software/platform and paste the screenshot(s) below:

[Insert screenshot(s) here]

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6.3. Optimisation Plan

6.3.1. Website user journey and digital experience

Analyse website and offer any suggestions to improve the website's conversions and conversion rates.

Optimal Performance	Optimised? (Y / N)	Recommendations for Improvement
Website is user-friendly (i.e. easy to navigate around. Information is easy to find.)	N	Propose a user-experience/conversion rate optimisation specialist to consult web design team and propose improvement plans. Conduct usability testing and reporting to identify friction areas and improve UX design.

6.3.2. SEO

Audit the SEO campaign metrics and offer suggestions for improvements.

Current SEO Metrics	New SEO KPIs	Recommendations for Improvement
Overall organic search engine click through rates at 10%	Increase overall organic search engine click through rates from 10% to 12%	Optimise titles with target keywords closer to the front of the title. Ensure organic search result snippet is ultra-relevant to search queries. Increase organic search engine rankings by building more backlinks and domain authority.

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6.3.3. Social Media Marketing (SMM)

Audit the SMM campaign metrics and offer suggestions for improvements.

Current SMM Metrics	New SMM KPIs	Recommendations for Improvement

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6.3.4. Digital Advertising

Audit the digital advertising campaign metrics and offer suggestions for improvements.

Current Digital Advertising Metrics	New Digital Advertising KPIs	Recommendations for Improvement

6.3.5. Content Marketing

Audit the content marketing campaign metrics and offer suggestions for improvements.

Current Content Marketing Metrics	New Content Marketing KPIs	Recommendations for Improvement

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