

Digital Marketing Strategy Worksheet

What are you marketing? Name and describe it.

List your brand and/or company name.

What is the goal of your marketing campaign? Be as specific. Remember, a good goal should be measurable and attainable.

Who is the audience? Be specific, as your audience directs the benefits.

What are the benefits of the thing you are marketing?

What's the offer? Include price, key dates, and limitations.

How does the audience get the offer? What's the related URL?

What are your magic words?

What is your main CTA?

What is your master message?

What marketing vehicles will you use for your campaign?

- | | | |
|--------------------------------------|---|--|
| <input type="checkbox"/> Our website | <input type="checkbox"/> LinkedIn | <input type="checkbox"/> Brand ambassadors |
| <input type="checkbox"/> Email | <input type="checkbox"/> Instagram | <input type="checkbox"/> Partnerships |
| <input type="checkbox"/> Twitter | <input type="checkbox"/> Other social media outlets | |
| <input type="checkbox"/> Facebook | | |

Outline your schedule for this campaign:

What metrics will you use?

- Signups/sales
- Time on page
- CTRs
- Open rates
- Social media interactions
- Views
- Other: _____
- Other: _____
- Other: _____
- Other: _____
- Other: _____

What tools will you measure with?

- CMS dashboard
- URL shortener
- URL tracking codes
- Offer codes
- Special landing pages
- Google Analytics
- Shopping cart
- Email software
- Social media dashboard(s)
- Excel spreadsheets
- Other: _____