**Digital Marketing Strategy (Template by** [**Farhan Majid**](https://www.farhanmajid.com/)**)**

**Step 1: Key Business Components**

Understanding the business and its products is a key. Start off by describing the products and the business model.

|  |  |
| --- | --- |
| **Key Business Components** | |
| **Revenue sources** | How does Client XYZ make money? |
| **Costs of doing business** | List what kind of expenses Client XYZ has to pay to operate its business. |
| **Product or service offered** | What product or services does Client XYZ offer and how do they benefit customers? |
| **Customers** | Who are Client XYZ’s main customer groups? |

**Name of the Product:** Product ABC

**What’s the Marketing Objective?** Here’s an example of a good objective – ‘*Get 50,000 signups from small to medium sized businesses in the next 3 months.*’

Every marketing objective needs to SMART i.e make sure your objective is Specific, Measurable, Achievable, Relevant and Time-phased.

**What’s your Primary KPI to measure marketing success?**

Associating KPI’s with your marketing objective helps you understand what success looks like and whether you’ve reached your objective. KPI is basically a metric for the objective that you’ve set previously.

For example, you KPI for the above objective is simply ‘*Number of Signups*’.

**Step 2: Value Proposition**

There are various models but I use Geoffery Moor’s template, something I picked from his book [Crossing the Chasm](https://www.amazon.com/Crossing-Chasm-Marketing-High-Tech-Mainstream/dp/0060517123). Here’s what the value proposition looks like.

For (target customer) who (statement of the need or opportunity) our (product/service) is (product category) that (statement of benefit). Unlike (closest competitor), our offer (primary differentiation).

For example

* **FOR** –
* **WHO** –
* **OUR** –
* **THAT** –
* **UNLIKE** –
* **OUR OFFER** –

Here’s a good guide on how to write a [good value proposition](https://blog.hubspot.com/marketing/write-value-proposition).

**Step 3 – Customer Persona**

This is possibly the most important of all. Based on what you know about the business and/or product it’s important to create a customer persona. Here’s what I normally do to create customer personas.

1. Research competitors’ prospects and who you think are likely customers of the product you’re marketing.
2. Interview a few potential customers and see if there’s anything common e.g behavior, demographics, interests etc.
3. Collect information from your interviews and create a single customer persona by filling out each section of the table below.

|  |  |  |
| --- | --- | --- |
| **Target Persona** | | |
| **Background and Demographics** | **Target Persona Name** | **Needs** |
| 1.  2.  3. | (Add name and photo) | 1.  2.  3. |
| **Hobbies** | **Goals** | **Barriers** |
| 1.  2.  3. | 1.  2.  3. | 1.  2.  3. |

**Step 4 – Digital Marketing Channels & Buyer Journey Mapping**

This is where you become more of a marketer and less of a digital strategist. In this step you list down all the digital marketing channels you know of or what you think would work for the product you’re marketing. Once you have an exhaustive list it’s important to map those channels against different stages of buying journey.

For simplicity I use five stages for buying journey. i.e Awareness, Interest, Desire, Action and Post-Action. Some even use 8 and 9 depending on what industry they belong or how deep they want to go.

**Understanding Buyer’s Journey**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Marketing Channels to Journey Mapping** | | | | | |
| **Channels** | **Awareness** | **Interest** | **Desire** | **Action** | **Post Action** |
| Facebook | ✓ | ✓ |  |  |  |
| Twitter | ✓ | ✓ |  |  |  |
| LinkedIn |  | ✓ | ✓ |  |  |
| YouTube | ✓ | ✓ |  |  |  |
| Organic Search |  | ✓ | ✓ | ✓ |  |
| Display Advertising |  |  | ✓ | ✓ |  |
| Search Ads |  |  |  |  |  |
| Third-party Posts |  |  |  |  |  |
| Email |  |  |  |  |  |
| Official Blogs |  |  |  |  |  |
| Forums/Communities |  |  |  |  |  |