

Digital Communications Strategy Template



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Please note - sections with a square bracket and highlighted in blue are to be added or removed from this document by you as required to suit your organisation

Search Engine Optimisation

On-Page SEO

Audit existing website and mark any actions that need to be completed and document by whom. Please note this technical on-page SEO should and can be completed by your webmaster (the person responsible for the day-to-day management of your website).

Audit	Current Data	Action (Who?)	Target
Google Webmaster Tools – Crawl Errors (how many)			0
XML sitemap submitted			
Number of pages indexed vs submitted should be similar (unless you deliberately block some pages from indexing)			
Google Webmaster Tools – Data Highlighter (is it being used to mark-up relevant data)			
Google Webmaster Tools – HTML Improvements			
On-Page SEO - % of pages in top 3			
Page Speed (use Google Page Speed Insight)			80+ on both mobile and desktop
Google Webmaster Tools – Links to your website			
Domain Authority www.opensiteexplorer.org			
Duplicate Content (SERPs do not like this) www.copyscape.com and www.siteliner.com			
Domain redirect – does domain.ie redirect to www.domain.ie			

Audit	Current Data	Action (Who?)	Target
URLs (should show website hierarchy and exclude ?&=%)			
Breadcrumb navigation (is it present and correct)			
Google Local Listing www.google.com/business			
Other local directories listings (ensure NAP details are the same on all sites including Google)			
Custom 404 error page – have you one and where does it lead customers			
Responsive website – is your website mobile ready / responsive (include all booking elements)			

Google Analytics

It's time to review your Google Analytics to establish a benchmark i.e. where you are now.

Report	Current Data	Action	Target
Overall traffic – average per month (note any peaks and troughs)			
Google organic traffic %			
Top 10 keywords driving traffic			
Top content driving traffic			
Top conversion keywords			

Report	Current Data	Action	Target
Top pages converting visitors			
Multi Channels (what channels are driving conversions and what channels assist organic search traffic conversions)			
Other			

Off-Page SEO

Off pages SEO takes your inbound links into account - the quantity and quality of them. This part of your SEO plan ties in directly with your content marketing plan. To create quality content for your users that they want to share, endorse, engage with and link to. See below for more on content marketing.

Other	You	Competitor 1	Competitor 2	Competitor 3
Domain Authority www.opensiteexplorer.org				
MozTrust				
MozRank				
Follow Linking Route Domains				
Total Links				
Social Sharing				

Based on the data above – set actions and targets. Are there any opportunities that you are missing? Are your competitors listed on websites you could be listed on? Are there are bloggers you could reach out to share and engage with your blog content? Create a plan for how you will increase the amount and quality of your inbound links.

[Add in details here]

Google AdWords

Google AdWords is a proven method of driving quality leads to your website. As part of your digital plan it is envisaged that you may run regular campaigns for specific promotions e.g. take the healthy eating challenge OR register to vote OR become a volunteer.

- Search Ads: this will be the main method of driving traffic to the site and the core aim is to [\[fill in\]](#)
- Remarketing: This is where we run PPC ads across Google's Display Network to people who have visited our website. These will be image ads and the core aim for these ads are [\[fill in\]](#) image ads will be created using the [\[display ad builder OR designers\]](#).

Budgets and Targets

Medium	Daily/Monthly Budget	CTR	Conv. Rate	Mgt. Costs	ROI (need ad to start running to gauge cost)
AdWords		5%-7%			
Remarketing		0.5%			
Total per month					
Total Year 1					

Email Marketing

Email marketing is still one of the most cost effective ways of generating leads and sales. The key to a successful campaign is in the following areas:

Personalisation

- Capturing names and using it in the subject and at the beginning of the Email e.g. Dear [Joanne]...
- Sending it from a person rather than the organisation e.g. from Mary Smith.

- Branding – ensuring that the template is well branded.
- Subject line – ensuring it is interesting, short and relevant.
- Segmented lists – this ensures that each recipient receives information that is relevant to them (and which they signed up for) which ensures a higher ROI (return on investment).
- Regular intervals – sending e-zines at regular intervals.
- Being useful – sharing information that is useful is a great way to ensuring a high open rate (look at the content we are creating under the content marketing plan and share this with your email recipients).
- Analysing reports – it is important to continually learn from your database. Review what people open, read and engage with. This will allow us to send effective emails that have a high ROI.

Targets:

Open rate: [fill in – benchmarks can be found here <http://mailchimp.com/resources/research/email-marketing-benchmarks/>]

Click rate: [fill in]

Leads: [fill in]

Plan

To send monthly e-zine [date each month – dates, days of week, times sent should be tested]

Information to be include in e-zine: [fill in]

Example:

Recent blog

Top tip for your audience

Events

Campaigns

Competitions

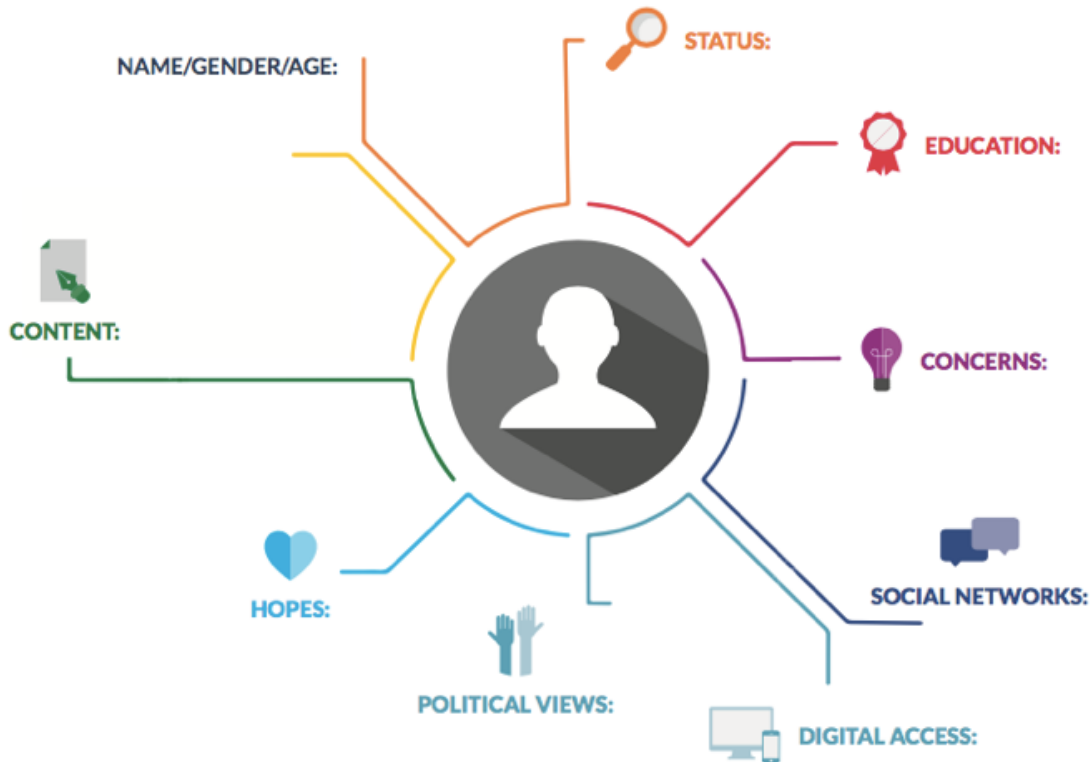
Breaking news

Content Marketing

Objectives of content marketing: [\[fill in\]](#)

Personas [\[To be completed\]](#)

Create buyer personas so that we can create content and marketing activities specifically targeted at these groups.



Content Marketing Plan

Date/Month	Persona Group	Target Search Term	Content Title and Format	Publish by?	Publish Date

Social Media

Social Media is the number one activity online and your customers are using it every day. The core platforms that we believe will benefit us are [\[fill in\]](#)

Facebook

Who are you targeting – who do you want to Like your Page?

Location	
Gender	
Age	
What do they do online (read articles, watch videos etc)	
Other interests/ attributes e.g. shopping, family	

Who will manage the page & who will contribute?

Overall Manager:

Contributors: Audience

Contribution:

What is the main goal for the page?

■ Brand awareness

If so, how will you achieve and measure this e.g. amount of engagement, reach, click to website etc?

What is the main goal for the page?

Increase conversions (event attendance, sign up to campaign, register to receive emails)

If so, what are your sale targets e.g. 10% increase via Facebook?

Customer service:

If so, set some guidelines e.g. 2hr response to comments/queries

Knowledge base for clients:

If so, what content will you share?

<p>70% Own Content (review content marketing plan)</p>	
<p>20% Shared Content (who will you follow and engage with)</p>	
<p>10% Call to Action (will you have FB specific campaign CTAs?)</p>	

What tools will you need to help you manage your page? e.g. AgoraPulse, Falcon, Sprout Social, Hootsuite

How will you measure your success? e.g. Google Analytics, Facebook Insights

Campaign Calendar

Day	Posts/Content to Create & Share	Goal(s)
	e.g. campaign	e.g. enter and data collection Build page likes by 20% from specific audiences - participants share campaign to create brand awareness

Facebook Ads Planner

Facebook is an excellent platform to reach specific audiences and it is envisaged that you will run ads on Facebook promoting specific promotions.

Type of Ad (boost or ad)	Budget	Persona Target Group	Location	Promotion / Content	Goal
Boost				Campaign CTA	e.g. Increase likes by 10%, brand awareness and increase email marketing data base – 50% of all entrants to sign up for emails
Ad (desktop and mobile newsfeed)				FREE places	CTR: (average is 2.09% on newsfeed) Leads: Increase email marketing database:
Video ad					

Facebook ads CTR and Conversion rates will depend on the ad goals. Each campaign can have the CTR and conversion rates targets defined once they are decided on.

Facebook Tasks	By when	By who

Twitter

Who are you targeting e.g. thought leaders, industry peers, media, public etc.?

Who do you want to follow you e.g. key influencers, industry, media, public etc.?

Who will manage the account? What accounts will you set up?

Organisation?

Personal for senior leaders to benefit the organisation?

What is the main goal for Twitter and how will you achieve your goal?

Brand awareness

If so, how will you achieve and measure this e.g. amount of engagement, reach, click to website etc.

Increase followers

If so, what are your followers' targets e.g. 10% by end of year

Customer service

If so, set some guidelines e.g. 2hr response to comments/queries

Knowledge Base for Clients

If so, what content will you share?

Own Content (review content marketing plan)	
Shared Content (who will you follow and engage with)	

What tools will you need to help you manage your page? e.g. Tweetdeck, AgoraPulse, Followerwonk

How will you measure your success? e.g. Twitter Analytics, TweetReach, Google Analytics

Twitter Tasks	By when	By who

Other Platforms [NAME PLATFORM]

Who are you targeting – who do you want to follow you?

Location	
Gender	
Age	
Who do they follow on Twitter	
What are they interested in and what do they read?	
Other interests/attributes e.g. family, sport, politics	

Who will manage the page & who will contribute?

Overall Manager:

Contributors:

Contribution:

What is the main goal?

■ Campaign awareness

If so, how will you achieve and measure this e.g. amount of engagement, click to website etc.

■ Increase campaign CTA

If so, what are your campaign targets e.g. 100 attend event

Tasks	By when	By who

LinkedIn

Who will use their profile to benefit the company (a profile is owned by the individual so it is important to have some guidelines set out.

Target: e.g. 100 new connections in specific industry / location / company by end of year, 5% increase in sales

Who will set up and manage the company page?

What company showcase pages will you set up and who will set them up and manage them?

Who are you trying to connect with?

What are you trying to achieve e.g. sales leads, build network and brand awareness?

What are your targets e.g. 5% sales leads from LinkedIn connections?

What information will you share with your network (profile, company and showcase pages)

Budget

Medium	Budget (6 months)
Facebook <ul style="list-style-type: none"> ● Advertising ● Design (Cover/profile image) ● Tools (Canva, PicMonkey, AgoraPulse, Buffer) ● Competition Prize Cost 	

Budget

Medium	Budget (6 months)
Twitter <ul style="list-style-type: none"> ● Advertising ● Design (Header/profile image/background) ● Tools (Tweetdeck, AgoraPulse, Hootsuite, Buffer) 	
Twitter <ul style="list-style-type: none"> ● Upgrade account ● Ads 	
Google AdWords (ads, set up and mgt)	
Email Marketing (set up, system costs and mgt)	
SEO (audit and work required)	
Consultations / Meetings	
AOB (additional meetings, web work, additional tools etc)	
Total (12 months)	