Text

Description automatically generated

[Replace logo above with your organisation’s logo]

[Insert Organisation Name]

**DIGITAL MARKETING**

**PLAN TEMPLATE**

2021

# Executive Summary

The why and what of your strategy

# Mission and Vision

**The mission is the “what” and the “how,” and the vision is the “why.”**

**EXAMPLE: IKEA**

**Mission statement:** Offer a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them.

**Vision statement:** To create a better everyday life for many people.

# Digital Audit

Current benchmark here

## Social Media Audit

The social media audit takes a 28-day and 12-month look-back at performance across six key metrics:

1. Fans / followers
2. Engagement
3. PPI (page performance index, a score out of 100% - this is a metric that combines engagement with weekly growth)
4. No of posts published (period selected)
5. No of posts published (daily)
6. Total actions: reactions, comments, shares, clicks, views

**28-Day Report |** DATE – TO DATE 2021

**Facebook**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Page | Fans | Engagement | PPI | No. of posts | Posts per day | Total Reactions, Comments, Shares |
|  |  |  |  |  |  |  |

**Twitter**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Profile | Followers | Engagement | PPI | No. of posts | Posts per day | Total Reactions, Comments, Shares |
|  |  |  |  |  |  |  |

**Instagram**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Profile | Followers | Engagement | PPI | No. of posts | Posts per day | Total Reactions, Comments, Shares |
|  |  |  |  |  |  |  |

**YouTube**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Profile | Subscribers | Video Views | Growth | Videos published |
|  |  |  |  |  |

**LinkedIn**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Company Page | Followers | Impressions | Follower Growth/Engagement Rate | Custom Button Clicks  (Website) |
|  |  |  |  |  |

**TikTok**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Account | Followers | Impressions | Follower Growth/Engagement Rate | Video Views |
|  |  |  |  |  |

**12-Month Report |** DATE 2020 - DATE 2021

**Facebook**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Page | Fans | Engagement | PPI | No. of posts | Posts per day | Total Reactions, Comments, Shares |
|  |  |  |  |  |  |  |

**Twitter**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Profile | Followers | Engagement | PPI | No. of posts | Posts per day | Total Reactions, Comments, Shares |
|  |  |  |  |  |  |  |

**Instagram**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Profile | Followers | Engagement | PPI | No. of posts | Posts per day | Total Reactions, Comments, Shares |
|  |  |  |  |  |  |  |

**YouTube**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Profile | Subscribers | Video Views | Growth | Videos published |
|  |  |  |  |  |

**LinkedIn**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Company Page | Followers | Impressions | Follower Growth/Engagement Rate | Custom Button Clicks  (Website) |
|  |  |  |  |  |

**TikTok**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Account | Followers | Impressions | Follower Growth/Engagement Rate | Video Views |
|  |  |  |  |  |

## Social Media Recommendations

**Examples**

1. **Achieve industry engagement rates**
2. **Content personalisation**
3. **Increase in video content**
4. **PPC advertising**
5. **Leadership and sales voice**
6. **Social reporting**

**Website Audit**

The 30-day (insert dates) and 12-month (insert dates) website metrics illustrate ….

|  |  |  |
| --- | --- | --- |
| Metric | 28-days | 12-months |
| **Conversions** |  |  |
| **Conversion Rate** |  |  |
| **Sessions** |  |  |
| **Unique Users**  **New / Returning** |  |  |
| **Sessions per user** |  |  |
| **Pages per session** |  |  |
| **Pageviews** |  |  |
| **Average session duration** |  |  |
| **Bounce rate** |  |  |
| **Acquisition** |  |  |
| **Demographics** | XX% male / XX% female  XX% 65+  XX% 55-64  XX% 45-54  XX% 35-44  XX% 25-34  XX% 18-24 | XX% male / XX% female  XX% 65+  XX% 55-64  XX% 45-54  XX% 35-44  XX% 25-34  XX% 18-24 |
| **Device** | XX % mobile  XX % desktop  XX % tablet | XX % mobile  XX % desktop  XX % tablet |
| **Location** |  |  |
| **Top 10 Pages** |  |  |
| **Site Speed** | XX mobile  XX desktop | XX mobile  XX desktop |

## App & Podcast Audit

## Below is the 12-month audit performance report.

|  |  |  |
| --- | --- | --- |
| App / Podcast | Downloads/Stream | Engagement |
|  |  |  |
|  |  |  |
|  |  |  |

## Website Recommendations

**Add / edit as relevant**

1. **Improve site speed** to 2 seconds on average, as speed is a top search ranking factor by Google; alsoundertake a technical SEO audit.
2. **Achieve a 1.5% average conversion rate** on ecommerce transactionsand a 2% conversion rate on organic/free lead magnet content.
3. **Increase new audience demographic** by XX%(*add in details of that/those audience.s*).
4. **Create new landing pages** to attract, engage and convert new audience targets.
5. **Increase average session duration** to 2 minutes.
6. **Conduct keyword research** when publishing long-form website content and complete on-page SEO with every page / new page update.
7. **Review and develop new lead magnets** for existing and new target audiences.

# Goals and Key Performance Indicators

In order to promote digital marketing success, we are setting out priority goals that have corresponding key performance indicators (KPIs).

|  |  |  |
| --- | --- | --- |
| Goals | How to measure success | KPIs |
| Increased awareness of our brand | Increased website traffic  Increased social media reach  Reach new audience | +15% (XXXXX unique sessions a month)  +10% (XXXXX reach/impressions  XXX audience demographic |
|  |  |  |
|  |  |  |
|  |  |  |

# Audience Segmentation & Customer Journeys

Our [organisation] has a number of [customer/audience] personas.

A picture containing group

Description automatically generated

**Persona #1** *(with example)*

* Age: *24-34*
* Gender: *Female*
* Location:
* Interests/Behaviour: *Long weekend getaways, Netflix, fashion, beauty*
* Personal (marital status/job title/industry): *single, engaged, married, employed, self-employed*
* Pillar Message & Product: I need to *revive my life!*  Get ideas from Healthy Ireland
* Content Format: *Video, Podcast, Blog Post, Reviews*, Stories
* Digital Channels: *Website, Podcast, Instagram, Facebook*

**Persona #2**

* Age:
* Gender:
* Location:
* Interests/Behaviour:
* Personal (marital status/job title/industry):
* Pillar Message & Product:
* Content Format:
* Digital Channels:

**Persona #3**

* Age:
* Gender:
* Location:
* Interests/Behaviour:
* Personal (marital status/job title/industry):
* Pillar Message & Product:
* Content Format:
* Digital Channels:

*Add more personas if relevant*

Digital Marketing Funnel

**[Customer X Journey – create one for each persona]**

The graphic below indicates our intended digital marketing funnel to reach all identified audiences at each stage of their online journey with us - awareness, engagement and conversion. This will help us develop our content calendar.



|  |  |  |
| --- | --- | --- |
| TOP FUNNEL  **(TOFU)** | **100,000** | Reach, Ad Impressions, Keyword Searches |
| **10,000** (1% CTR) | Visitors, Page Views (landing page/website) |
| MIDDLE FUNNEL **(MOFU)** | **-5,000** (50% bounce rate) | Percentage which immediately leaves |
| **=5,000 readers** | Content Readers |
| **1,000 leads** (10% of readers) | Leads  (opt-in via form) |
| BOTTOM FUNNEL  **(BOFU)** | **500 prospects** (20% of leads) | Prospects (respond to email call to actions) |
| **3 conversions** (20%) | Conversions |
| **40 repeats** (40%) | Loyal Fans |
| **33 advocates** (300%) | Advocates |

# Content Marketing

Content planning forms the central cog in our digital marketing wheel. Our content plan serves our key audiences across a range of digital channels. We have four key content calendars as part of this strategy.

**Each calendar has its own remit as follows:**

## Quarterly Calendar

## Below is a sample quarterly content plan.

|  |  |  |  |
| --- | --- | --- | --- |
| MAR \* | APR \* | MAY \* | JUN \* |
| Goals  Topic  Awareness Message  Engagement Message  Conversion Message  Audience  Channel/s  Calls to Action  On-Air Activity | Goals  Topic  Awareness Message  Engagement Message  Conversion Message  Audience  Channel/s  Calls to Action  On-Air Activity | Goals  Topic  Awareness Message  Engagement Message  Conversion Message  Audience  Channel/s  Calls to Action  On-Air Activity | Goals  Topic  Awareness Message  Engagement Message  Conversion Message  Audience  Channel/s  Calls to Action  On-Air Activity |

## Editorial Meetings

* Quarterly: to plan long-form content for next three months
* Monthly: to produce long-form content and re-purposed for social media
* Weekly: Real-time content that needs to be published, performance review

*The weekly content calendar can be found in the social media section.*

# Social Media

From the social media audit, we have taken on board the recommendations in the earlier part of this document. We match key audiences with the various social media channels so that we can attract, engage and convert. We set out below how and why we use each social network.

* ***Facebook*** *– we will use Facebook to ….*
* ***Twitter*** *– we will use Twitter to….*
* ***Instagram*** *– we intend to use Instagram to ….*
* ***YouTube*** *– we will use YouTube to ….*
* ***LinkedIn*** *– we will use LinkedIn to… .*
* ***TikTok*** *– we will use TikTok to….*
* ***Snapchat*** *– we will use Snapchat to….*

|  |  |  |
| --- | --- | --- |
| Persona | Persona 1 | Persona 2 |
| Why they follow us |  |  |
| How do they want to be engaged? | Video, text, links, Stories, livestreams, photos | Video, text, links, Stories, livestreams, photos |
| On what device do they want to engage? | Mobile, tablet | Mobile, tablet |
| How important is our organisation to them? |  |  |
| What brings them back daily? |  |  |
| How knowledgeable are they about our organisation? |  |  |
| Interests and values |  |  |
| Pain points (challenge you can solve for them) |  |  |
| Content they want to consume |  |  |
| Demographics to target |  |  |
| Age |  |  |

## Facebook

## Twitter

|  |  |  |
| --- | --- | --- |
| Persona | Persona 1 | Persona 2 |
| Why they follow us |  |  |
| How do they want to be engaged? | Video, text, links, Stories, livestreams, photos | Video, text, links, Stories, livestreams, photos |
| On what device do they want to engage? | Mobile, tablet | Mobile, tablet |
| How important is our organisation to them? |  |  |
| What brings them back daily? |  |  |
| How knowledgeable are they about our organisation? |  |  |
| Interests and values |  |  |
| Pain points (challenge you can solve for them) |  |  |
| Content they want to consume |  |  |
| Demographics to target |  |  |
| Age |  |  |

## LinkedIn

|  |  |  |
| --- | --- | --- |
| Persona | Persona 1 | Persona 2 |
| Why they follow us |  |  |
| How do they want to be engaged? | Video, text, links, Stories, livestreams, photos | Video, text, links, Stories, livestreams, photos |
| On what device do they want to engage? | Mobile, tablet | Mobile, tablet |
| How important is our organisation to them? |  |  |
| What brings them back daily? |  |  |
| How knowledgeable are they about our organisation? |  |  |
| Interests and values |  |  |
| Pain points (challenge you can solve for them) |  |  |
| Content they want to consume |  |  |
| Demographics to target |  |  |
| Age |  |  |

## Instagram

|  |  |  |
| --- | --- | --- |
| Persona | Persona 1 | Persona 2 |
| Why they follow us |  |  |
| How do they want to be engaged? | Video, text, links, Stories, livestreams, photos | Video, text, links, Stories, livestreams, photos |
| On what device do they want to engage? | Mobile, tablet | Mobile, tablet |
| How important is our organisation to them? |  |  |
| What brings them back daily? |  |  |
| How knowledgeable are they about our organisation? |  |  |
| Interests and values |  |  |
| Pain points (challenge you can solve for them) |  |  |
| Content they want to consume |  |  |
| Demographics to target |  |  |
| Age |  |  |

## Formats of content per channel

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Type of content | Facebook | LinkedIn | Twitter | Instagram |
| Infographics | X | X | X |  |
| Blog posts |  | X |  |  |
| Pictures | X | X | X | X |
| Videos | X | X | X | X |
| Stories |  |  |  | X |
| Jokes |  |  |  | X |
| Quotes | X | X | X | X |
| Quick tips |  |  | X | X |
| Quizzes |  |  | X | X |
| Polls |  |  | X | X |
| LIVEs (event coverage) |  |  |  | X |
| LIVEs with external guests |  | X |  | X |
| IGTV |  |  |  | X |
| Competitions |  |  |  |  |

**Add in weekly social media calendar**

## Tone and voice

The voice is our personality – lively and positive. The tone we will use is a subset of our brand’s voice. Tone adds specific flavour to our voice based on factors like audience, situation and channel. Below is an overview of the tones we will use on our channels.

Edit as relevant

**Checklist to define and maintain our brand voice**

* Write like you talk
* Avoid jargon
* Drop the drama (sensational sentences)
* Write from the reader’s perspective
* Be consistent across social media channels
* Listen and respond
* Be personal

Before you start to write on social media, think about the following questions:

* What are our values?
* What makes us different?
* What do we want others to say about us?
* How do we improve people’s’ lives?
* What tone does our audience use with their people?
* What don’t we want others to say about us?

## Tactics for 2021

Here is a list with the **main tactics and action points** for 2021 which will be reviewed in 2022 as social media evolves:

* Lean on social advertising and influencer marketing to increase our reach
* Consider setting up a fan Facebook Group.
* Launch targeted Follower Campaigns
* Revive our Twitter lists (or develop new ones)
* Develop LIVEs and IGTV with external guests (experts, advertisers, partners)
* Establish one-to-one engagement on all channels (comments, DM, etc.)
* Focus on social listening and brand sentiment
* Build a strong internal social media culture within the organisation
* Increase the focus on developing ephemeral content (Stories)
* TikTok/Reel short-form video content is the most engaging form of content will dominate the content of our social media channels in 2021
* Enhance the visual content shared on social media, especially on Instagram (including AR experiences with filters)

## Community Management

In order to manage the interaction with our fans we will introduce new protocols as follows:

* Set aside 15-minutes per day to respond to fan/followers queries on all channels
* Escalate issues of concern (complaints, abuse) to digital marketing manager
* Agree lines to take with management on frequently asked questions
* Have a live Google doc to add FAQ information and add to relevant website landing pages
* Using our social media management tool, we share public queries that need a response with the relevant team member/manager
* Agree response times
* Add lines to take to editorial meeting agenda

# Website Marketing

## On-Page SEO

We will complete on-page SEO in line with our SEO policy (appendix).

Website audit will be complete on a quarterly basis by our technical website management team.

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](https://developers.google.com/speed/pagespeed/insights/)  [Speed Insight)](https://developers.google.com/speed/pagespeed/insights/) |  |  | 80+ on both mobile and desktop |
| Google Webmaster Tools –  Links to your website |  |  |  |
| Domain Authority [www.opensiteexplorer.org](http://www.opensiteexplorer.org/) |  |  |  |
| Duplicate Content (SERPs do not like this) [www.copyscape.com](http://www.copyscape.com/) and  [www.siteliner.com](http://www.siteliner.com/) |  |  |  |
| Domain redirect – does domain.ie redirect to [www.domain.ie](http://www.domain.ie/) |  |  |  |
| URLs (should show website hierarchy and exclude  ?&=%) |  |  |  |
| Breadcrumb navigation (is it present and correct) |  |  |  |
| Google Local Listing [www.google.com/business](http://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) |  |  |  |

## Off-Page SEO

Off pages SEO takes our inbound links into account - the quantity and quality of them. This part of our SEO plan tying in directly with our content marketing plan. To create quality content for our users that we want to share, endorse, engage with and link to.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | You | Competitor 1 | Competitor 2 | Competitor 3 |
| Domain Authority [www.opensiteexplorer](http://www.opensiteexplorer.org/)  [.org](http://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

# PPC advertising (Google and Facebook/Instagram)

Google AdWords is a proven method of driving quality leads to your website.

As part of our digital plan, it is envisaged that we may will run regular campaigns for specific promotions e.g. register for our free webinar with our education pyschologist.

* **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 |  |  |  |  |  |

## Facebook Ads Planner

Facebook is an excellent platform to reach specific audiences and it is envisaged that we 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% 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.

# List Building and 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

**Targets:**

**Open rate:** [15%] Benchmarks can be found here: <https://mailchimp.com/resources/>

**Click through rate:** [5%]

**Leads:** [2%]

**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
* Industry trends

# Marketing Automation & Scalability

**In order to meet the goals in this 18-month plan, we will have to streamline our marketing and communications process.**

There are three core steps we will take:

We will streamline our content process as follows.

A screenshot of a cell phone

Description automatically generated

In order to scale and streamline our digital marketing communications we are going to invest in software. Below are recommended tools to support the implementation of this plan.

|  |  |
| --- | --- |
| A close up of a sign  Description automatically generated | AgoraPulse  *An easy-to-use social media management software that allows you to drive engagement and build authentic relationships on one platform.*  Cost: From US$79.00 per month (billed annually) |
| A picture containing drawing, light  Description automatically generated | **Streamyard**  *A live streaming studio in your browser. Interview guests share your screen, and more.*  **Cost:** From FREE to US$39.00 per month (billed annually) |
| A picture containing drawing  Description automatically generated | **Zoom**  *An easy, reliable cloud platform for video and audio conferencing, chat, and webinars.*  **Cost:** FromFREE to US$19.99 per month/host |
| A picture containing object, clock  Description automatically generated | **InVideo**  *A video creation platform that helps you to transform your content into great videos to expand audience engagement.*  **Cost:** From US$20.00 per month |
| A close up of a sign  Description automatically generated | **Vyond**  *A cloud-based, animated video creation platform that allows people of all skill levels in all industries and job roles to create dynamic and powerful media.*  **Cost:** From US$49.00 per month |
| A close up of a sign  Description automatically generated | **Captivate**  *An easy-to-use podcast hosting provider.*  **Cost:** From US$19.00 per month (Free trial available) |
| A picture containing drawing, light  Description automatically generated | **Canva**  *A drag-and-drop graphic design tool that allows users to create social media graphics, presentations, posters and other visual content*  **Cost:** From FREE to US$30.00 per month (billed annually) |
| A close up of a logo  Description automatically generated | **Tweet Binder**  *A social media monitoring tool. It allows you to generate reports and track hashtags on Twitter and Instagram.*  **Cost:** From US$40.00 per month |
| A close up of a sign  Description automatically generated | **Splasheo**  *Video creation tool for creating videos with catchy captions and headlines.*  **Cost:** From US$89.00 per month (billed annually) |
| A picture containing clock, drawing  Description automatically generated | **Promo**  *Marketing video creation tool with a host of high-quality stock photos, video footage and pre-made templates.*  **Cost:** From US$39.00 per month (billed annually) |
| A picture containing drawing, cup, plate  Description automatically generated | **Rev**  *An online audio transcription and video caption services.*  **Cost:** US$1.25 per audio minute |

# Metrics and Results

**We have identified which digital metrics we will measure in our monthly, quarterly and annual reports as a way of analysing KPIs.**

* **Weekly** – review top content, high-level metrics, KPIs
* **Monthly** – export AgoraPulse cross channel performance account
* **Quarterly** – deep dive into trends/opportunities
* **Annual** – audit and recommendations
* **Campaign** – hashtag, content, reach, engagement, video views
* **Advertising** – cost per result, reach, engagement, video views, relevance score, click-through-rate

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Social Media | Email Marketing | Website | Video | Hashtag / Twitter Chat | Podcasts | Webinars/Livestreams |
| Followers / connections / subscribers  Reach / impressions  Engagement Rate  Post Interaction  Total comments, likes, shares  Growth  Video views  Top performing content  Facebook Ad value (Facebook only)  Profile views | Device: mobile, tablet, desktop  Open rate: how many people opened as a % of total emails sent  Click-through rate: % of people that clicked on links & number of links clicked in an email  Number of new subscribers / un-subscribers  List total: growth month-on-month  Bounce rate: % that didn’t deliver | Sessions  Users  Sessions per user  Pageviews  Pages per session  Dwell time  New V returning  Gender, age location  Top pages viewed  Device  Bounce rate | Total videos  Video views  View through rate  Livestream views  Replay of livestream views  Likes, comments, shares  Top video content | Trending position  Reach / impressions  Top influencers  Top accounts  Total Tweets  Top Tweets  Top Media Tweet | Subscribers  Downloads  Total listens  Ratings  Reviews  No of episodes | Subscribers  Live participants  No of webinars  Topic  Feedback |

# Budget

Below we outline the digital marketing costs to implement this 18-month strategy.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Budget € | Website | Social Media | PPC | Email Marketing |
| Insert here | Website hosting  Domain name renewal  Technical audit / updates  Design update | Software subscription  Content creation  Training | Google Ads  Display  Facebook  Instagram  Twitter  LinkedIn  YouTube | Software subscription |

# Plan Sign-Off and Iteration

**This plan is a live document and will be reviewed on a weekly basis as a roadmap for implementation.**

While it will guide us for 18-months we will update it in real-time to reflect changes in our business/organisation.

Signed

NAME

POSITION

DATE

|  |
| --- |
|  |

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A person working on a computer

Description automatically generated with low confidence