

elucidate™



Digital Marketing Plan Template

strategic online communications and marketing

25 Kingram Place, Dublin 2, Ireland. T: (01) 400 4250 E: info@elucidate.ie www.elucidate.ie

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Thank you for downloading our guide to creating a digital marketing plan for your business. We hope you find it useful. If you would like to discuss the information **your** business needs to include in further detail please call us on (01) 400 4250 or andy@elucidate.ie.

Overview

In order to create an effective plan there are a number of key areas to focus on as illustrated below; Page | 3

Digital Marketing Strategy



A. What are your business goals?

Complete a Situation Analysis

1. Give an overview of your organisation/company/business
2. Are you generating leads online?
 - If so, how many?
3. Do you sell online? If so, state your sales volumes.

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4. What is your monthly website traffic?
5. What location is your traffic coming from?
6. Do you have conversion goals set?
7. If so, how are they performing?
8. What do people do on your website?
9. What content is most/least popular?
10. What search terms are visitors using to find your website?
11. What sites/search engines are referring visitors to your site?
12. What social channels are you present on, and what business benefits do they bring?

What is the internet saying about you at the moment?

Social listening is very important to know what your customers are saying about you online.

There are tools to find mentions of your company or brand online quickly and easily our favourites include;

- [Google alerts](#)
- www.socialmention.com
- www.socialbakers.com

B. Who are your target audience?

Are they male, female, old, young, urban, rural etc.?

What are their interests?

Where are they located?

Are you trading outside Ireland? If so, where? How do these markets behave online and what regulations should you be aware of?

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Target Audience Summary;

Role	Sector	Location

C. Needs /Motivation

What are the needs of your target audience?

What problem does your product or service solve for them?

D. Habits/Preferences

How visitors are accessing your site is very important. These statistics are easily found on Google Analytics. The move to mobile is well under way and this is a very important consideration when planning for digital;

1. Are visitors using a PC or laptop or tablet or smartphone to access your site?
2. Is your website optimised for use on these devices?

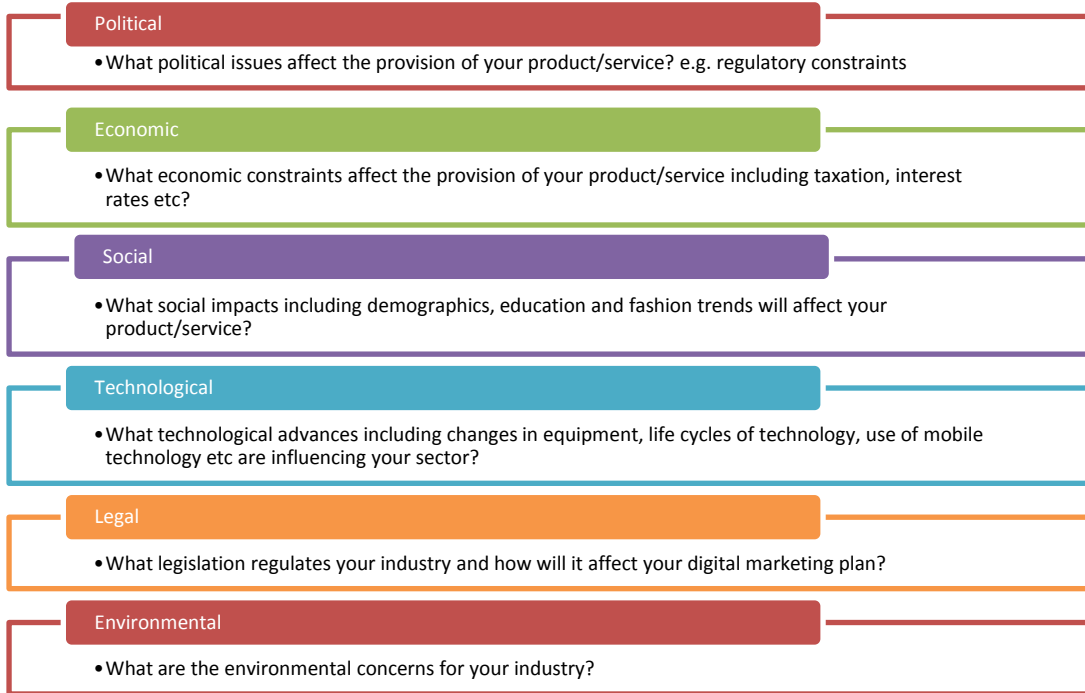
The Competitive Landscape

Completing a PESTLE chart is an excellent way to obtain a clear understanding of issues that are affecting your sector as a whole which you may be able to address through your marketing.

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Identify your competitors

- Who are your **direct competitors**? i.e. producing the same products or providing the same services as you?
- Who are your indirect competitors? i.e. providing different products and services but targeting the same audience?

Understand your competitors

- What digital marketing tactics are they currently employing? Try to include some screen shots of your competition’s websites.

E. What are your tactics?

1. Which tactics will work best to target your audience?
2. What is your budget?
3. What internal digital marketing skills are available to you?

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Paid
<ul style="list-style-type: none"> • Adwords • Display Network - Google • Adsense - Google • Facebook • LinkedIn • General RON • Mobile Networks • YouTube • Affiliates • Directories/guides

Unpaid
<ul style="list-style-type: none"> • Website • Search Engines • Directories/guides • Pinterest • Facebook • Twitter • LinkedIn • YouTube • Other social networks • Blog • Online media (Google Alerts) • eMail – eZines

F. Record and measure the results

Use some of the following tools to measure the success of your campaign;

- **Google Analytics** which provides statistics on your website traffic.
 - Conversion trackers which are pieces of code which track the completion of a task (e.g. a purchase or download) on your website.
- **Google Adwords** to measure the success of Pay Per Click (PPC) campaigns including information on search terms used and the number of clicks obtained.
- **Facebook Insights** is a tool that measures your pages performance. It allows you to analyse reach, engagement and the click-through rates for links on your page. You must have 30 likes to obtain access to Insights.
- **Twitter Analytics** allows you to analyse the success of your twitter account including numbers of followers, retweets and favourites.
- **LinkedIn Analytics** provides metrics and trends for company LinkedIn pages. It allows you to measure engagement, demographics and how you compare to other business pages.

Please call us on (01) 400 4250 if you would like any more information.

Once you have completed your Digital Marketing plan it is important to;

1. Measure
2. Learn
3. Test
4. Measure again

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Resources

Additional Resources you may find useful:

www.nimble.com

www.alex.com

www.widerfunnel.com

www.tools.seobook.com/competitive

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