[Replace our logo with your logo]



#  Digital Marketing Strategy

 [template]

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# Introduction

*You should give a brief introduction to your organisation and what it does.*

#

# Aims of this Strategy

*This should set out the purpose of the strategy and give some bullet points as to what you hope to achieve with digital marketing.*

# Vision

*Your vision will likely be contained in either your business plan or full marketing strategy. It should be your vision for the organisation*

# Mission

*Your mission should be what your organisation sets out to do for its customers and how you intend to go about it.*

# Values

*Your values will be related to your vision and mission and how you want to be recognised by your clients.*

# Digital Communication Methods

| Methods | Considerations |
| --- | --- |
| Eg: Website | * Publicly available, often first port of call for potential customers to find out about an organisation
* Needs to be kept up to date
* Acts as the base for all other online communications
* Can feed/push updates to e-newsletter and social media drawing visitors back to the website
* Consider potential free giveaways in exchange for an email signup
 |
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|  |  |

# Digital Content

| Methods | Considerations |
| --- | --- |
| *Eg: Photography* | * *Good professional photography can provide evidence of community projects*
* *Photography for websites will improve the visual appearance and send a message about the quality of the website and designs*
* *Funny, relevant photos rank highly on social media interaction and could be used to drive traffic back to our website and demonstrate an approachable “human” side of the organization.*
 |
|  |  |
|  |  |
|  |  |

# Key Digital Distribution Channels

| Methods | Considerations |
| --- | --- |
| *Eg: Wordpress**Website* | * *Easy to manage and keep updated with a range of plugins to maximize efficiency and impact including:*
	+ *SEO tools*
	+ *Publishing tools*
	+ *Email signup*
	+ *Analytics*
	+ *Blog*
 |
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# The processes *[add as many processes as you wish to document in your strategy]*

eg: News and blog items

*News, information and other blog items are added to the website.*

*Each article is automatically pushed to social media channels.*

*Social media drives visitors back to the website*

*Web updates are pushed to a monthly newsletter which is sent by email, driving visitors back to the website. The email link is also pushed to social networks which drives people back to the website.*

Suggested Frequency

*As a minimum:*

*1 blog post per week*

*1 news post per week*

Eg: Inbound Marketing

#

Suggested Frequency

*New campaign per quarter*

*Collect website subscribers in exchange for free download of a digital marketing strategy template.*

*Provide links via social networks and on website. Create a simple splash page with registration form.*

*On completion, trigger an auto-responder with the download link.*

*Measure with Google analytics the number of hits on the download link to assess*

*Follow up with future emails to nurture potential client lead*

# Evaluation

How will you evaluate the effectiveness of the digital marketing strategy?