

Your Complete Digital Marketing Strategy Template



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Welcome



Congratulations on downloading your FREE Digital Marketing Strategy Template. You have taken the first step to developing a marketing plan for your digital presence. I created this template for potential clients to get started with developing a digital strategy that delivers results. If you have questions while completing this template, or any digital marketing needs, feel free to contact me.

Best,

Juntae DeLane





Digital Marketing Strategy Template

Mission, Market Segment & Products

QUESTIONS	YOUR ANSWERS
What is purpose of your digital marketing? Educate, Inform, e-commerce?	
Who do you want to attract?	Describe them in terms of: Age and Gender: Occupation: Income: Education: Internet competency levels: Values and beliefs:
What type of products/services are offered?	
What additional products/services could you offer?	



External (Macro) Environment

QUESTIONS	YOUR ANSWERS
Social & Cultural Factors?	Age structure: Family structure: Ethnic background: Values: Perceptions: Preferences:
What are the technological factors? Speed of accessibility.	
Are there any environmental trends influencing your digital marketing activities?	
Population size, population shifts & distribution, education, occupation, income, consumer spending patterns & habits? How are these affecting your digital marketing?	
Any legislation or public interest groups to consider?	



SWOT Analysis

QUESTIONS	YOUR ANSWERS
What are your digital marketing Strengths?	
What are your digital marketing Weaknesses?	
What are the Opportunities for your digital marketing?	
What are the Threats to your digital marketing?	

Competitive Analysis

QUESTIONS	YOUR RESULTS
Who are your competitors?	
What digital marketing strategies do they employ?	
What is Your digital marketing Competitive Point of Difference?	
What statement best describes your website/ digital marketing?	



Marketing Communications

QUESTIONS	YOUR RESULTS
What are your promotional goals for your digital marketing?	
Who is your target audience?	
What are the best channels of communication to reach them? Twitter, LinkedIn?	
What are your digital marketing /websites' features?	
What are the advantages of your digital marketing /website over competitors?	
What are the benefits to customers of your digital marketing /website?	
What evidence do you have?	
What proof do you have?	
How would you measure the success of your digital marketing /website?	



E- Marketing

QUESTIONS	YOUR RESULTS
What ideas, strategies & tactics will be most effective in attracting an audience to your website?	
How will you build an online relationship with clients and prospects?	
How can you increase the “stickiness” of your digital marketing /website?	

Price

QUESTIONS	YOUR RESULTS
Should you be a price leader or price follower in ecommerce activities?	
What is your forecast for demand for online sales?	
What is the perceived value of your product/service?	
How will you charge for your web based products or services?	
What is the budget for your digital marketing plan?	

Now you're ready to test and tweak! [Contact me](#) with any questions.

- Juntae



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