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DEFINING YOUR
DIGITAL STRATEGY
TEMPLATE

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Your Digital Strategy is simply how you plan to achieve your business goals using digital tools and platforms

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01

Strategy Overview

02

Your Company Vision / Mission

03

SMART Business Objectives

04

Digital Marketing Objectives

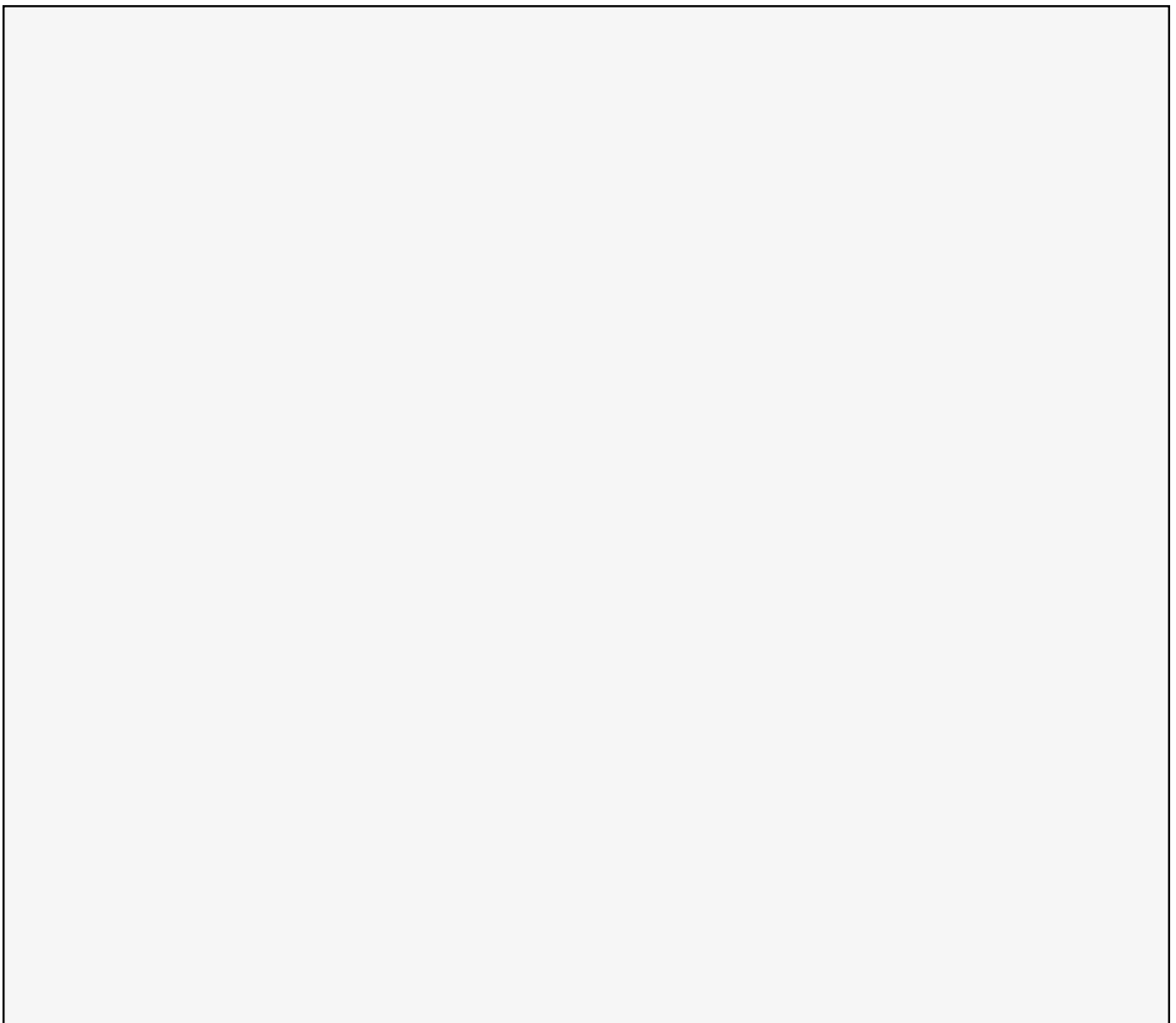
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Priority Persona Strategy

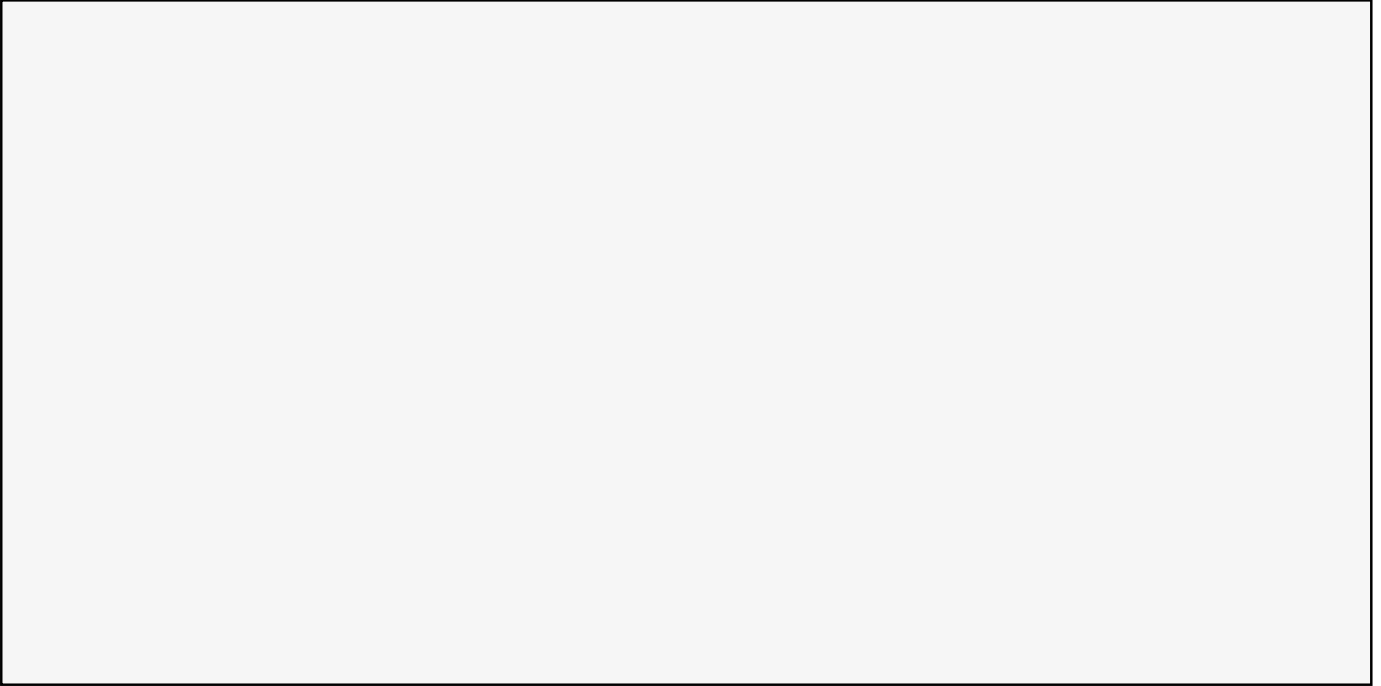


Some Points to Consider

- Its important to put context around your strategy, especially highlighting how your digital strategy will drive the achievement of your clearly defined business strategy.
- Remember, your digital marketing strategy is something that needs to be a living part of your business, bought into by all employees. Write your plan as if you are explaining the What and the Why to an uninformed reader.
- In this section, you can also highlight any significant market or customer changes that have resulted in a change in your company direction (both good and bad). It is also useful to include macro detail here (if available) such as the market size, main competitors etc.



Define Your Company Vision ([click here for template](#))

A large, empty rectangular box with a thin black border, intended for the user to define their company vision.

Define Your Company Mission ([click here for template](#))

A large, empty rectangular box with a thin black border, intended for the user to define their company mission.

3. SMART BUSINESS OBJECTIVES

Some Points to Consider

- This section highlights your Specific, Measurable, Attainable, Relevant and Time-Bound objectives for your business for the coming 1-3 years. Check out our Defining Your Smart Goals [Template](#).
- Your business objectives are very much driven by your company vision and mission. They define how you plan to implement your business strategy.
- You may have 3-4 primary objectives, that all have sub-objectives and metrics that enable you to work towards that bigger goal.

SMART Business Objective 1

SMART Business Objective 2

SMART Business Objective 3

SMART Business Objective 4

Examples of SMART Objectives

Example 1: Increase revenue by 20% year on year through a clearly targeted campaign to our 3 priority personas

Example 2: Increase net profit by 15% year on year through tight cost management and process driven project management

Example 3: Drive new client acquisition (10 new clients per quarter) through a combination of persona-driven traditional & digital marketing

Example 4: Drive increased employee performance through collaboration, employee input and team building activities

Some Points to Consider

- Your digital marketing objectives define how you plan to achieve your SMART objectives, using digital communication & tools
- As with your SMART objectives, you are likely to have 3-4 primary objectives
- Remember, when developing your digital objectives, focus on the platforms and tools that are relevant to your priority personas

Digital Marketing Objective 1

Digital Marketing Objective 2

Digital Marketing Objective 3

Digital Marketing Objective 4

Examples of Digital Marketing Objectives

Example 1: Achieve an average of a 40% open rate on all email marketing campaigns

Example 2: Increase engagement rate on Instagram from 5% to 15% through persona-led targeting and sponsored posts

Example 3: Increase website traffic from 200 per month to 350 per month (in 4 months time) through targeted SEO and blogs

Example 4: Reduce bounce rate from pay-per-click traffic to below 50 per cent across all ads by December

5. PRIORITY PERSONA STRATEGY

The success of your digital plan depends very much on the success of your individual persona strategies.

- To develop each of your personas, use our [Persona Development Template](#).
- To prioritise your personas use our [Priority Persona Template](#).
- The most important factor to keep in mind is that your overall plan should be the basis of every digital marketing discussion, every decision made within the business. Refer back to your plan constantly, and adapt as necessary.
- Finally, your KPI's are the best mechanism of understanding what's working/not working. Remember, what gets measured, gets managed!
- The table below captures the most important action points of your persona-led digital strategy over the coming 12 months.

Confirmed Objectives & KPI's

Personas (in order of importance)	Objectives (combining SMART & Digital)	Priority Platforms & Formats	KPI's

Confirmed Objectives & KPI's

Personas (in order of importance)	Objectives (combining SMART & Digital)	Priority Platforms & Formats	KPI's



THANK YOU


Marla
COMMUNICATIONS