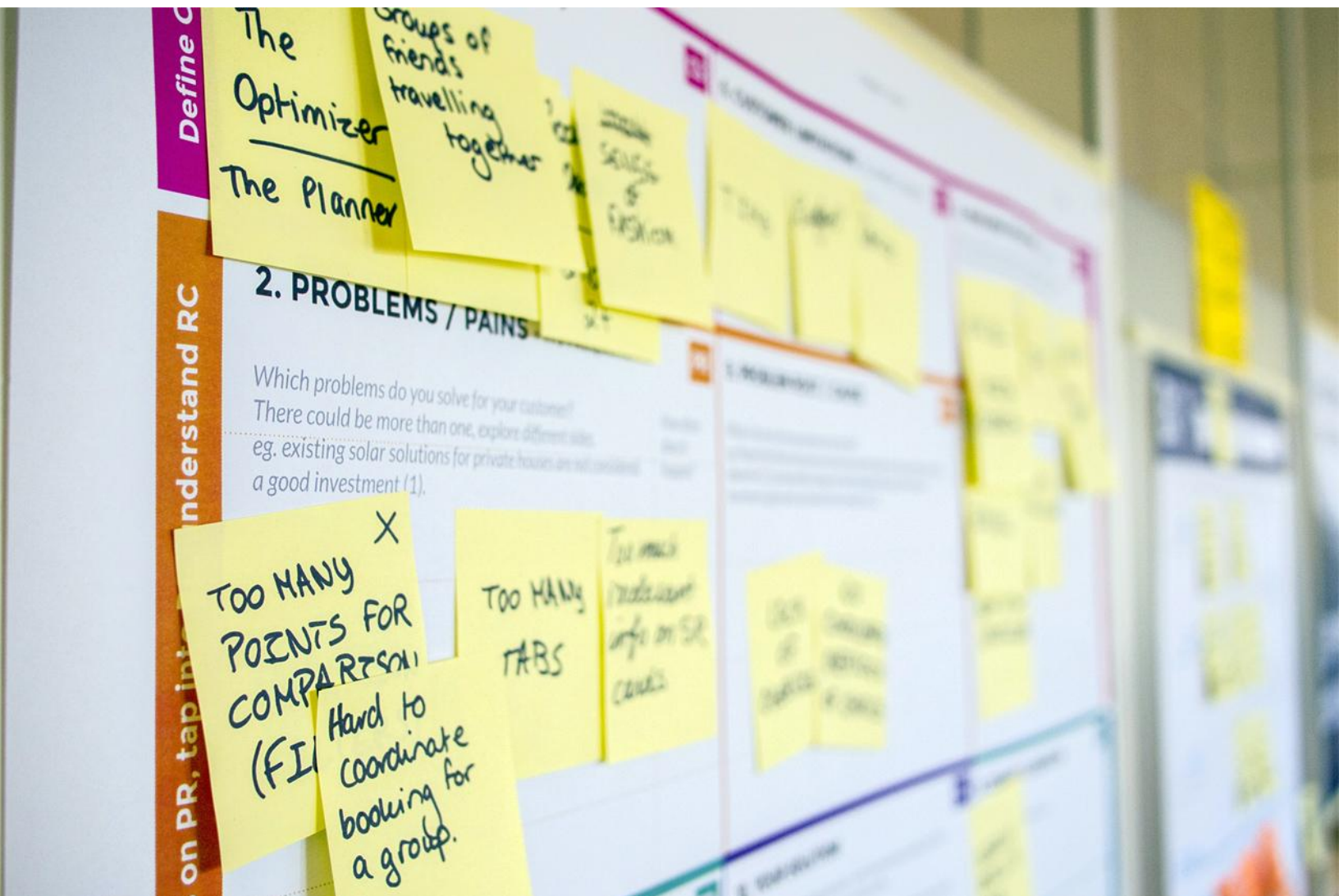


Digital Marketing Strategic Plan Checklist

A FREE RESOURCE FROM SOCIAL MARKETER



About the author

Brent Purves

I'm Brent Purves, the founder of [Stir Marketing](#) and [Social Marketer](#). As a digital marketing agency owner and consultant over the past 20-years, I've helped many hundreds of businesses from all around the world to grow their brands online.

Social Marketer makes use of my digital marketing expertise to empower entrepreneurs and business owners to achieve their own online success, through industry-leading tools, systems, strategy, training and support.



Brent Purves, Founder
[Stir Marketing](#)
[Social Marketer](#)

Create a strategy for success!

Are you a entrepreneur or business owner without an updated, detailed, custom strategic digital marketing plan? Then this resource is for you.

It's simple: You need a digital marketing strategy to achieve success online.

The best part? You can create that digital marketing strategy yourself!

Just follow the checklist below to ensure that your strategy includes all the most important elements. And then review the digital marketing funnel steps for some recommended tactics in each category to take your brand's target audience from prospects through to paying customers.

1. PLAN: Create your strategy for success

A comprehensive digital marketing strategy should include the following:

☐ **Situational Analysis:**

- ☐ Business & Brand Messaging
- ☐ Market Analysis
- ☐ Target Audience(s) Analysis
- ☐ Key Service/Product Analysis
- ☐ Assets, Tools & Team Review

☐ **Assets & Performance Audit:**

- ☐ Online Presence:
 - ☐ Website
 - ☐ Social Media
 - ☐ Listings & Citations

- ☐ Creative Assets
- ☐ Digital Marketing & Advertising

☐ **Goals & Measures of Success:**

- ☐ KPIs
- ☐ Analytics & Reporting

☐ **Roll-Out Plan:**

- ☐ Tactics (The Funnel!)
- ☐ Budget & Timeline

The Roll-Out Plan is the fun part! It's where you make plans to implement the best digital marketing and advertising tactics to reach, educate, motivate, persuade, convert, retain and engage your target audience in the right way, in the right place and at the right time to really make it count!

2. REACH: *Build brand awareness*

- ☐ Search Engine Optimization
- ☐ Social Media Marketing
- ☐ Email Marketing
- ☐ Content Marketing
- ☐ Digital Advertising
- ☐ Online PR & Reviews

3. EDUCATE & MOTIVATE:

Connect with target audiences; generate leads

- ❑ Website & Landing Pages
- ❑ Analytics & Conversion Goals
- ❑ Lead Magnets
- ❑ Educational Content:
 - ❑ Blogs
 - ❑ Articles
 - ❑ Photos & Videos

4. PERSUADE & CONVERT:

Convert leads into customers

- ❑ Calls-To-Action
- ❑ Remarketing
- ❑ Landing Pages
- ❑ eCommerce
- ❑ CRM Software

5. RETAIN & ENGAGE:

Make happy customers for repeat business; build brand ambassadors

- ☐ Customer Service & Support
- ☐ Email, Content & Social Marketing
- ☐ Engagement & Social Proof
- ☐ Referrals & Reviews
- ☐ Outreach, Promotions & Events

6. MEASURE:

Analyze KPIs and revise tactics as necessary. Repeat often!

- ☐ Set and track KPIs
- ☐ Measure success against goals
- ☐ Revise tactics and repeat!

Next steps?

The idea of creating your own strategy might feel overwhelming, and it *will* take some time. But it'll be worth it and you don't have to go it alone!

Social Marketer's ["Intro to Social Media for Business Growth"](#) online course walks participants through the process of creating a strategy, from goals review to roll-out plan.

The best part? Social Marketer members get access to that course (and other valuable digital marketing resources) for free as part of their subscription! [Learn more.](#)