

10 Steps to Create a Digital Marketing Plan

1

Define your brand

- Create **unique selling points (USPs)** to give your audience insight into your brand.
- Define your brand's mission and values.

2

Create buyer personas

To create your buyer persona, collect information like:

- Location
- Age
- Income
- Job title
- Hobbies and interests
- Goals

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Set your goals

When you set goals, it's crucial that you set measurable ones. These are also known as SMART goals. SMART stands for:

Specific Measurable Attainable Relevant Timely

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Conduct a competitor analysis

Here are some areas to consider when comparing your business to the competition:

- Who they target
- Position in the market
- Strengths and weaknesses
- **Brand personality and tone**
- Strategies they use to market their business
- Messaging language and promotional style

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Conduct a SWOT analysis

A SWOT analysis consists of four areas:

Strengths:

Areas where your business excels. What do you do exceptionally well — top-quality products, customer service?

Weaknesses:

Think about areas where you may struggle compared to your competition.

Opportunities:

Look at places where you have a chance to stand out from your competition. What is something you can do that they're not doing?

Threats:

Consider things that could hurt the well-being of your business.

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Set your budget

When you set a budget, you can break it down and allocate the money to different channels. You must find a balance between how much you're willing to spend on each channel and how much you need to invest to drive valuable results.

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Choose your digital marketing methods

You know who you're trying to reach and your goals, so the next step is to figure out which channels will help you reach them.

There are many methods available to your business to reach these leads:

- **Search engine optimization (SEO)**
- **Email marketing**
- **Pay-per-click (PPC) advertising**
- **Social media marketing**
- **Content marketing**
- **Influencer marketing**

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Determine your approach with your strategies

Knowing what strategies you want to do is the first step — knowing your approach to them is the next.

For each strategy you invest in, you must determine what you need to do for those strategies.

Take SEO for example. What tasks do you need to complete to launch a **successful SEO campaign**? Your to-do list might include tasks like:

- **Conducting keyword research** to find relevant terms
- **Improving your website's load time**
- Optimizing your **title tag** and **meta description** for pages

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Create a marketing calendar

Another critical component of your digital marketing plan is **creating a marketing calendar**. A marketing calendar is crucial for keeping yourself organized as you create marketing materials for your business.

From **social media posts to emails**, you'll need to do some planning and scheduling with your marketing materials. You can create calendars for each strategy, as well as a master schedule to keep track of all your marketing campaigns.

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Measure results

Measuring results is crucial in determining whether your business was successful with your efforts. It's important to constantly **monitor your results** to ensure you're putting out the best campaign.

You can use **key performance indicators (KPIs)** to determine your campaign's success. KPIs are statistics that help you define whether you reached the goals you set.