

Business Name:

Date:

DIGITAL MARKETING STRATEGY

Business Persona

What is your product/service?

Who is your customer?

How is your product/service delivered?

Where is your product/service distributed?

Target Audience

Who is your optimal client? secondary?

Who are you as a brand?

What is your unique factor?

What is your messaging?

Website

Do you have a website? If so, how often do you update it?

Do you have a logo?

What are your services?

Do you have a landing page?



Business Name:

Social Media Strategy

What platforms are you or want to be on?

Four social media themes:

Do you have a content strategy?

How do you plan your content?

SEO Strategy

Do you have an SEO strategy in your website?

What are your top five keywords?

What hashtags do you use?

Do you have a blog?

Implementation

When, where and how often?

Content calendar/scheduling software

Caption research/practice

Time management

Notes: