



MARKETING PLAN TEMPLATE

 UNITEDWEBWORKS



Your Digital Marketing Agency



DIGITAL MARKETING ASSESSMENT

Company:

Owner:

Years in business:

Number of Employees:

How do you connect with your audience?

I DON'T KNOW. YES. NO.

How many visitors does your website receive each month?

☐

How is your business getting found online?

☐

How many website visitors become customers?

☐

Do you have a blog?

☐ ☐ ☐

What kind of visitors does your blog attract?

☐

Does your business show up in web search results?

☐ ☐ ☐

Do you use social media?

☐ ☐ ☐

What kind of visitors does your website attract?

☐

How does your site generate leads?

I DON'T KNOW. YES. NO.

Does your website generate leads for your business?

☐ ☐ ☐

Does your website include 'conversion' forms where visitors can leave an email address in exchange for helpful information?
(Not just 'contact us' forms)

☐ ☐ ☐

Do you offer helpful information?
[i.e., a how-to guide, tip sheet, etc...]

☐ ☐ ☐

Do some of your conversion forms include 'thank you' pages that you can use to measure website performance?

☐ ☐ ☐

Do you include Calls To Action (CTAs) throughout your website and blog to encourage people to take the next step with you?

☐ ☐ ☐



DIGITAL MARKETING ASSESSMENT cont.

How do you measure success?

I DON'T KNOW.

YES.

NO.

Do you have Google Analytics or another metrics tool installed on your website?

☐☐☐

Do you use tracking URLs in your e-mail communications?

☐☐☐

Do you regularly [at least monthly] review your analytics?

☐☐☐

If yes, what do the audience, acquisition, behavior and conversion sections tell you?

Do you test new approaches on a regular basis?

☐☐☐

In closing ...

I DON'T KNOW.

YES.

NO.

Do you have specific revenue goals?

☐☐☐

How would your business be different if you achieved your goals?

Do you think adding or increasing your internet marketing might be good for your business?

☐☐☐

What would happen if you did nothing with your digital marketing?

What have you discovered based on these questions?



Introduction

Write a short description about what you aim to achieve with a marketing plan.

Understanding Your Market

Who are your customers?

In this section, think about your what your current customers. What do they need? What do they want? What are some of their pain points? What motivates them? Group them into different customer types with different needs. Don't forget to consider potential customers. How can they benefit from your product or service?

Who are your competitors?

Why would your customers or potential customers choose their product/service over yours?

Are there any other marketing activities with which you could be associated?

Do you belong to a Chamber? Are you a member of BNI? In this section, you're trying to leverage the networking opportunities of which you're already a member.



Identifying Opportunities

What are your strengths?

What sets you apart from your competitors? How do you go the extra mile? What kind of feedback do your customers give you about how you do business?

How could you improve?

Are there any aspects of your product/service which are weak? Have you had any negative feedback? What lessons have you learned from mistakes made with your business?

What opportunities are there?

Which of your strengths remain unleveraged? What trends in your marketplace are unrecognized? Are there any gaps that your product/service could fill? Are there any other uses for your product/service which you could exploit?

What obstacles do you foresee?

Think about what obstacles may hold you back or prevent you from implementing your plan. Financial issues or time issues, maybe? These obstacles could be both internal or external.



Objectives

Develop what you stated in your introduction. What are your objectives? Try to make them as specific as possible and achievable. There's no point in setting unrealistic targets. Give each objective a deadline. You also will need to look at the resources you need to meet these objectives.



Strategy & Action Plan

Target Audience

Choose some of the customers you identified — potential or existing — with whom you want to reconnect depending upon your objectives. Describe these groups of people in even more detail than before. This will help you decide on ways to connect with them.

What products/services can we offer them?

Think about what you might be able to offer your target audience to help you achieve your objectives.

How can we entice these people to take up the offer?

Will you need to offer an incentive to people who take up your offer or will just telling people about it be enough?

How do we communicate this offer?

In this section think about your budget and through which channels you need to advertise to reach your target audience. Maybe it's in the local paper or on local radio, etc.



Reviewing Your Plan

Identify how you will know that your plan has been a success. Put timescales and measures for success against each activity in your action plan. Make sure that these are realistic, and set yourself measures to make sure you are on track and can reassess if not.

Activity	1st Review Date	Measure of Success at 1st Review	2nd Review Date	Measure of Success at 2nd Review	End Date	Measure of Success at End Date

