



THE COMPLETE DIGITAL MARKETING PLAN

Including Content, social media, email,
analytics

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Business objectives

CLIENT: ABC Laundry

Goals:

- SEO
- Blogs
- Facebook ads

KPI:

- Brand keywords
- Time on blog

Target:

2000 visits/month

Goals:

Capture leads
(Email/Phone)

KPI:

- Conversions

Target:

20 conversions/day

Research

- ✓ **Identify target audience**

Tools: Offline & online surveys

- ✓ **Understand User behavior**

Tools: Think with Google, Facebook

✓ **Ideal target audience:**

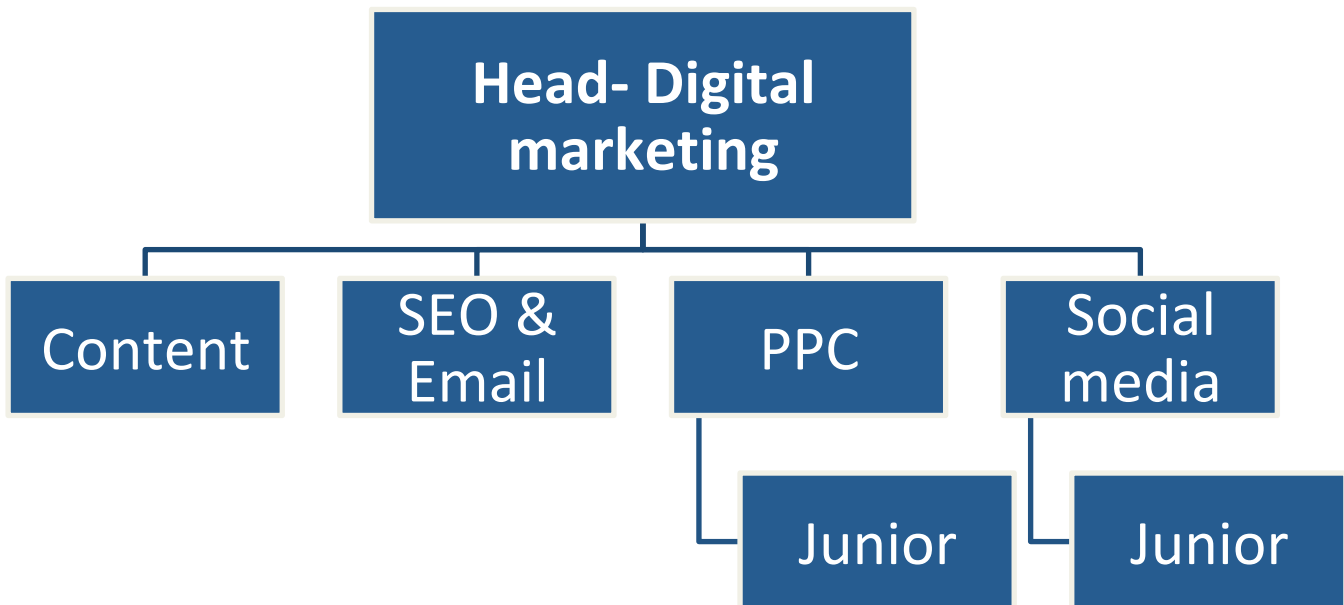
Male – Age 25 - 45

- **C-levels**
- **Away from home**
- **Expats**
- **Entrepreneur**
- **Income 10 Lac & above**

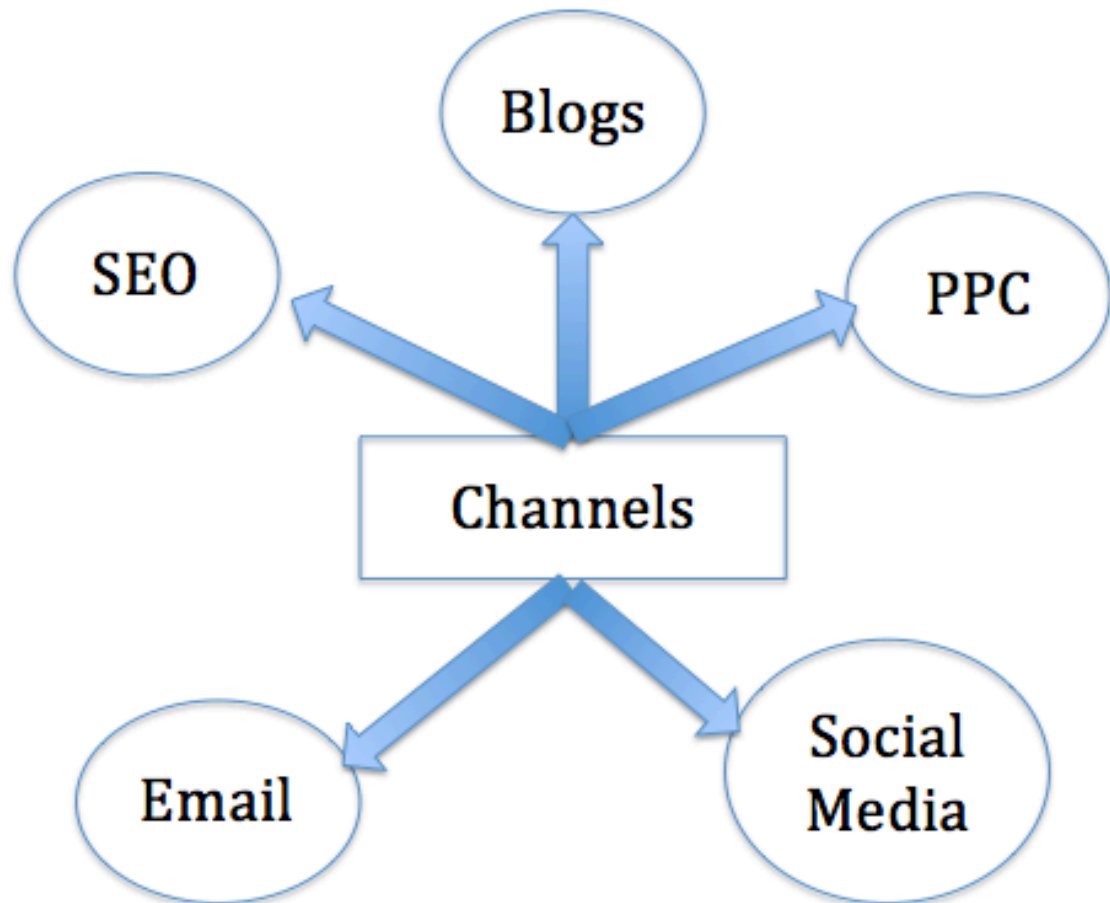
Female – Age 2- 45

- C-levels**
- Single**
- Expats**
- Entrepreneur**
- Income 10 Lac &**

The team



Channels



Budget

Content	Blogs	Videos	Images	Total
	Rs 10,000	Rs 50,000	Rs 25,000	Rs 85,000

Ads	PPC	FB	LinkedIn	Total
	Rs 1,00,000	Rs 1,50,000	Rs 1,25,000	Rs 3,75,000

Requirements:

- ✓ **Google analytics access**
- ✓ **Search console access**
- ✓ **Website access**
- ✓ **Mobile app**
- ✓ **Access to developers**
- ✓ **Branding, logos**
- ✓ **Merchant center**
- ✓ **Tag manager**
- ✓ **Facebook business manager**
- ✓ **All other social media access**
- ✓ **Landing pages**
- ✓ **Contact details**
- ✓ **CRM/Tools**

Process:

Content

Blog: Five-blog post per month

Topics: Educational

Example: How outsourcing your laundry can save 15 hours a month

Tools: Google auto suggest, Answer the public

Person responsible: Content lead

Approval: Client

Deadline: Every Wednesday 4 PM

Promotion: SEO | Social media

Marketing: Short description, 6-8 relevant pictures for all social channels.

Schedule: | Mon – LinkedIn | Tue – Twitter | Wed – Instagram | Thu – Facebook | Fri - PPC

Strategic Modern Digital Marketing Plan

1. Review, Diagnostic all strategy including SEO, PPC, Social Media
2. Research on Industry and reports
3. Identify resources including content strategist
4. Website optimization including structural analysis, on page/off page optimization
5. Social media strategy: identify potential groups and forums in social media and online
6. Content Strategy: Blogging, Micro-blogging, content creation. Topics for a month in advance. Calendar of topics
7. Video Strategy
8. Face book/You Tube
9. User generated content for social media
10. Affiliate Marketing set up and partner acquisition
11. Internal marketing staff review
12. Document and process map creation for web marketing standardization
13. New business opportunities
14. Build communities online
15. Mobile marketing/website strategies
16. Ongoing creative & innovative business model process
17. Holiday seasonal strategies
18. Measuring ROI
19. Analytics

January 2018

- 1. Objective # 1: Review, Diagnose SEO Strategies**
 - 2. Objective # 2: Set up web marketing goals and objectives**
 - 3. Objective # 2: Research on Industry and reports**
 - 4. Objective # 4: Identify content writers and resources**
-

Objectives	Major Action Steps	January				Comments
		Person Responsible	Reporting	Approved by	Quality Check	
1	Review, diagnose existing SEO strategies					
	a. Website structural analysis and report					
	b. Current search engine rankings report					
	c. Current keyword research report					
	d. Website usability analysis & report					
	e. HTML Code Analysis and validation					
	f. Robot inclusion, webmaster tools analysis					
	g. Page index analysis					
	h. Non-performing pages analysis					
	i. H1 tags, anchor links, on page optimization analysis					
	j. Inbound links, external link analysis and report					
2	Set up web marketing goals and objectives					
	a. Increase website traffic by _____					
	b. Increase conversions from _____ to _____					
	a. Optimize anchor links, inbound links for at least 5 pages a day					
	b. Identify errors in URL, links, navigation, text, H1, images - _____ pages a day					
3	Research on Industry and reports					
	a. Competitors analysis report					
	b. Overall target segment analysis					
	c. Current trend analysis					
	d. Existing online opportunities					
4	Identify Resources					
	a. Content writers available					

	b. Connections, network					
	c. Right candidate					
	b. Industry professionals					
	e. Short listing candidates					
	f. Interviews					

Feb 2018

1. **Objective # 1: Website optimization including structural analysis, on page/off page optimization**
2. **Objective # 2: PPC strategy: Existing PPC diagnose, review and report**
3. **Objective # 3: Social media strategy: identify potential groups and forums in social media and online**
4. **Objective # 4: Content Strategy: Blogging, Micro-blogging, content creation. Topics for a month in advance. Calendar of topics**
5. **Objective # 5: Identify content writers and resources Face book/You Tube “Be the Source” contest**

Objectives	Major Action Steps	February				Comments
		Person Responsible	Reporting	Approved by	Quality Check	
1						
2						
3						
4						
5						

March 2018

1. **Objective # 1: Face book/You Tube contest**
2. **Objective # 2: User generated content for social media**
3. **Objective # 3: Affiliate Marketing set up and partner acquisition**

Objectives	Major Action Steps	March				Comments
		Person Responsible	Reporting	Approved by	Quality Check	
1						
2						
3						
4						
5						

April 2018

1. Objective # 1: Online Reputation Management
 2. Objective # 2: Review, rating improvements
-

Objectives	Major Action Steps	April				Comments
		Person Responsible	Reporting	Approved by	Quality Check	
1						
2						
3						
4						
5						

May 2018



1. **Objective # 1: Document and process map creation for web marketing standardization**
2. **Objective # 2: Being a thought leader in the industry by sponsoring, organizing, partnering workshops and seminars**

Objectives	Major Action Steps	May				
		Person Responsible	Reporting	Approved by	Quality Check	Comments
1						
2						

June 2018

1. **Objective # 1: New business opportunities**
2. **Objective # 2: Build communities around Industry**

Objectives	Major Action Steps	June				
		Person Responsible	Reporting	Approved by	Quality Check	Comments
1						
2						

July 2018

1. **Objective # 1: Mobile strategy**
2. **Objective # 2: Contest review**
3. **Objective # 3: Email Marketing**

Objectives	Major Action Steps	July
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		Person Responsible	Reporting	Approved by	Quality Check	Comments
1						
2						

August 2018

1. **Objective # 1: Mobile Marketing standardization**
2. **Objective # 2: Loyalty program strategies**

Objectives	Major Action Steps	August				Comments
		Person Responsible	Reporting	Approved by	Quality Check	
1						
2						

Sep 2018

1. **Objective # 1: Holiday Season strategies**
2. **Objective # 2: Email/Affiliate reviews**

Objectives	Major Action Steps	Sep				Comments
		Person Responsible	Reporting	Approved by	Quality Check	
1						
2						

Oct 2018

1. **Objective # 1: Progress reports, Review**
2. **Objective # 2: Guest blogging, Editorial ads, PPC structure for holidays**

Objectives	Major Action Steps	Oct				
		Person Responsible	Reporting	Approved by	Quality Check	Comments
1						
2						

Nov 2018

- Objective # 1: Face book new content, page review and tweaks
- Objective # 2: Videos, New media marketing
- Objective # 3: Pictures, New social media sites adaptation

Objectives	Major Action Steps	Nov				
		Person Responsible	Reporting	Approved by	Quality Check	Comments
1						
2						

Dec 2018

- Objective # 1: Yearly review, new strategies for next year
- Objective # 2: Team review
- Objective # 3: Branding, projections and budgeting

Objectives	Major Action Steps	Dec				
		Person Responsible	Reporting	Approved by	Quality Check	Comments
1						
2						