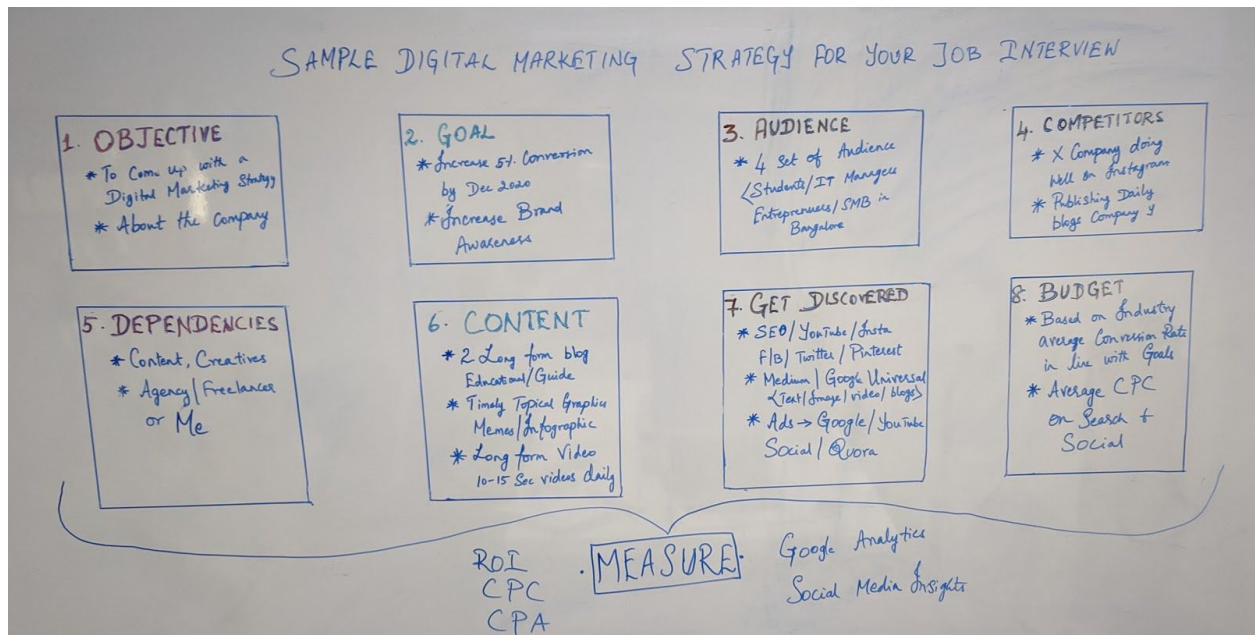


Sample Digital Marketing Strategy Guide



Interviewer: “We are a creative social media agency, come up with a complete digital marketing strategy”

The interviewer:

- Might give you some time to come up with a plan right there
- Or they will ask you to take a day or two and send them the strategy
- Looking for your thought process
- What experience do you have and how you used to work
- Looking for your presentation skills
- Your communication and how do you articulate your ideas
- If the interviewer is also a digital marketer, they want to see details

Or they might come up with a scenario, this can be applied for any subject, social media, Google ads, SEO

Questions to ask the interviewer: (If required)

Please do ask questions, this will also let them know that **you are not afraid and it's a good sign**. Ask them, can I come up with my assumptions?

- What is the purpose of coming up with the strategy?
- What are your objectives? Short term/long term?
- What are the USP's
- Who are the target audience, location, competitors
- Any budget (You are the digital marketer, you should be able to come up with the budget

Use this guide:

- To come up with multiple ideas. Use this to practice and document multiple sectors, industries
- Example: A Startup, an e-commerce company, B2B, Agency, Non profit
- How to use this guide? I am going to give specific tips for each slide
- You have to research for each industry and come up with a sample plan so that when the interviewer is asking, you already know how to

Tip:

- What do you need? A straight forward, clean PPT, or document.
- Practice, research and if you have a sample it will be easier to communicate
- You might have to walk them through the slides, so know your slides. Prepare accordingly
- Basic rules of PPT: Simple, easy to understand, readable, Font : 30
- Read this:
<https://www.canva.com/learn/how-to-build-marketing-strategy/>
- Use any one of the templates that match your style. Keep it simple yet, impactful. Sample strategy template:
<https://www.canva.com/presentations/templates/marketing/>

Ok, ready to get started?

- Take notes. Be creative
- Shortlist one of the template from canva

Slide 1: Objective

- In this slide, you are going to give the objective of this presentation.
- Example: This objective of this PPT is to come up with a sample digital marketing strategy for company [Insert Company] _____
- About the company: Give a brief overview of the company. You can get this information from the website

Slide 2: Your understanding

- In this section, you are going to add what was the brief was given and your understanding of the situation
- What is the pain point or challenges
- This is given to you when there was a brief. And based on your questions you should be able to list the problems
- Example: company [Insert Company] _____ is looking to expand to a new market. This is a digital marketing plan to achieve the business objectives

Slide 3: Goal

- The goal is what the company gave you or you can come up with your goals. Increase/Get high quality leads
- Example: Increase revenue by 5 % by December 2020
- Increase brand awareness
- Increase email subscribers by 20 % by December 2020
- Increase engagement and followers on social media by 50 %
- It should be specific, realistic, achievable and measurable with timelines

Research:

Now, that you have the basics, it's time for you to research. Why? This can help you get ideas, inspirations, what your competitors are doing and not doing. SWOT analysis or competitor analysis

Spy on successful relevant businesses

- What are you looking for?
- You should get ideas for content, inspirations and samples
- This will also give you an idea what type of content works best for different industries

- Official blogs. How often they post, frequency of the blog, number of shares, comments, how many authors, what is the title of the blog, Is it useful, length of the blog, formats, links, images, videos
- Read more about blogging:
<https://www.webmarketingacademy.in/a-beginners-guide-to-blogging-pdf-how-to-write-your-first-blog-post/>

Example: <https://blog.hubspot.com/marketing>



HubSpot

Software ▾ Pricing Resources ▾ Partners ▾ About ▾

How to Write a Blog Post: A Step-by-Step Guide [+ Free Blog Post Templates]

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- The Social Media Content Calendar Template Every Marketer Needs [Free Template]
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MARKETING | 7 MIN READ

Editor's Picks

- 11 Social Media Calendars, Tools, & Templates to Plan Your Content
MARKETING | 14 MIN READ

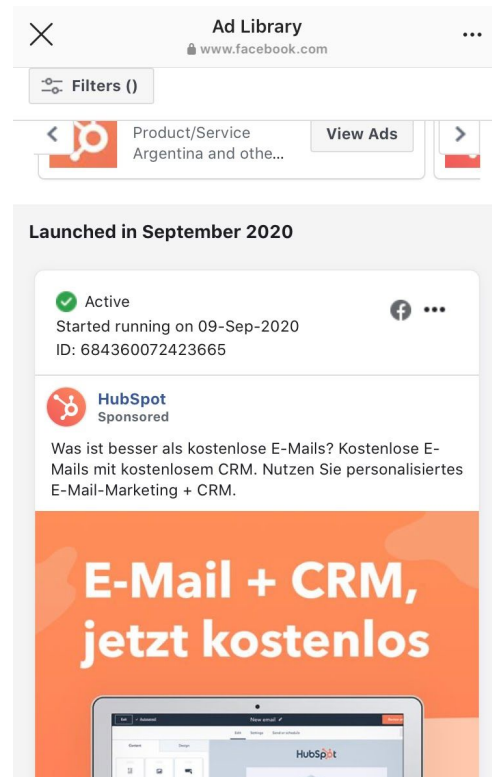
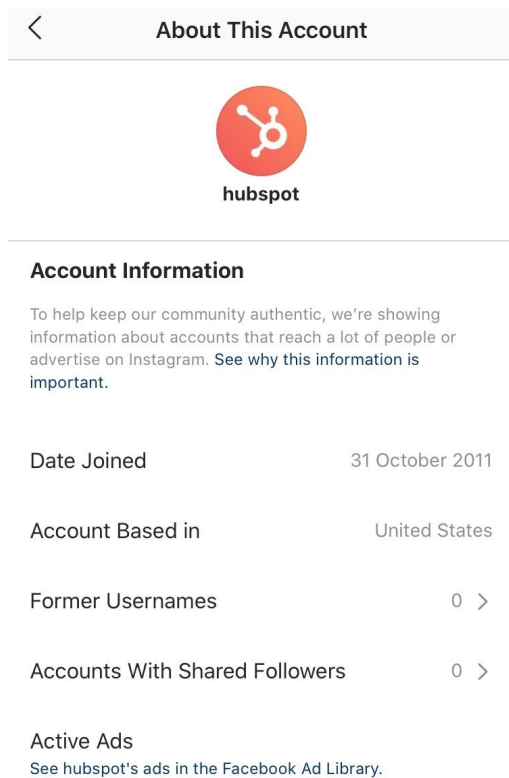
- Social media channels: What platforms the competitors are active on. Look for both organic and paid post, again what is the kind of post they are posting, frequency, comments, engagements, creatives, their

response, the format of content, videos, length of the video, captions, descriptions, hashtags, cover image, thumbnail, emojis

Resources for research:

1. Facebook ads library. Go to the competitor's account on Instagram, about > Active ads.

Example



2. Ad espresso: <https://adespresso.com/>



AdEspresso
by Hootsuite

How it works ▾ Features ▾ Academy ▾


Best Facebook Ads Examples: Photo Ads

Sometimes referred to as “image ads,” photo ads are a simple, effective way to build brand awareness and engagement.

Airtable

 **Airtable**
about 3 years ago 

Airtable lets you build your editorial workflows your way.



AIRTABLE.COM
Tired of waiting for the perfect way to plan your editorial cal...
Airtable works like a spreadsheet but gives you the power of a database t...

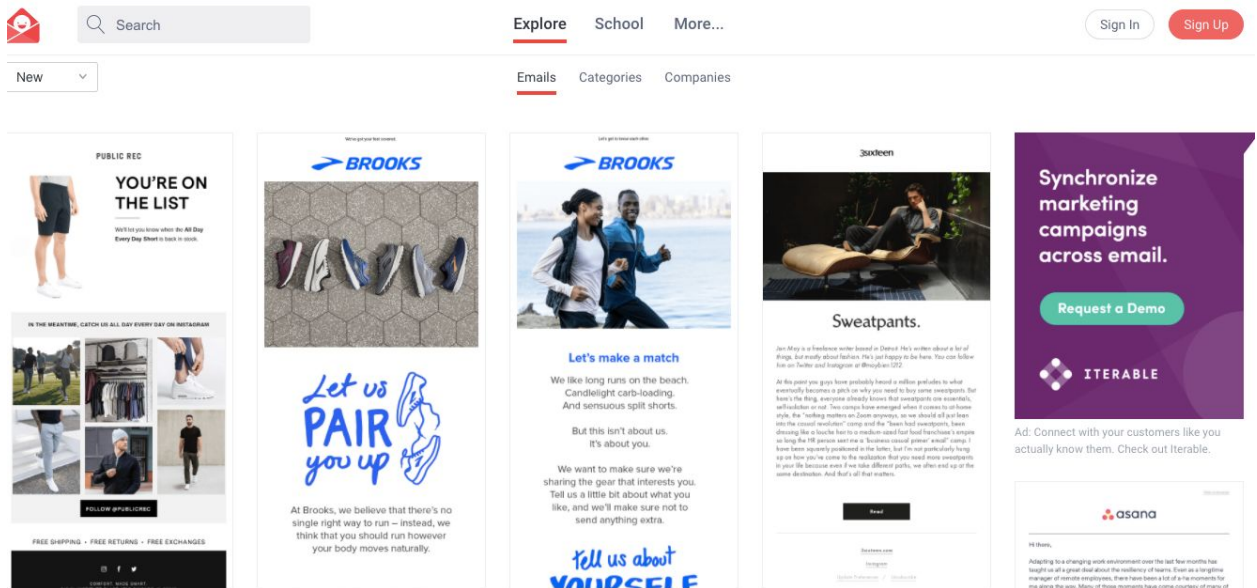
👍 957 💬 79 ➦ 48

What's great about this ad:

- 🗨️ **Short, straightforward copy.** In just 21 words, Airtable describes its major value proposition (a platform for designing flexible editorial workflows) and engages viewers with a question.
- 👁️ **Eye-catching image.** I don't know about you, but my thumbs slow down for cute dogs when I'm scrolling

3. Really Good Emails: For Email campaigns.

Example



Slide 4: Audience

- Based on the product, target audience, you should come up with buyer personas. Treat each persona as a person
- Example: Target audience: Four sets of personas
- A Student | IT professional | Entrepreneur | SMB (Depends upon the company)

Why personas? Well, so that you can give specific examples that can relate to specific personas. The creatives, content, ad copies, captions can all be relevant and targeted specifically. Give details like interest, age, habits



Slide 5: Competitors

- List down the top competitors
- You should have already researched about them
- Now list down a couple of competitors that are doing good and not doing
- Example: Competitor 1, is posting useful tips like video tutorials with good engagement rate on Instagram. Competitor 2 is doing ok, but they are not doing a podcast or live video

Slide 6: Content

- In this slide you are going to mention what type of content will work for this industry
- What type of content the target audience might engage in. If I am targeting students short form, MEME's stories might work
- Is it going to be long-form blog post, video, stories, PPT's, Infographic, ebooks, guides, MEME's, GIF's Podcast, live videos
- Example: Two long form detailed, educational blog post per month
- Timely topical graphics, MEME's, Infographic
- Two long form video per month with 10-15 second animations, videos, graphics for Instagram Reels & stories

- Based on that you might come up with a content calendar
- Example:

Days	Activities	Details	Platform	Example
Monday	<p>Connect with potential customers</p> <p>Engage with the audience</p>	<p>Search for your industry #hashtag on Instagram. Follow that hashtag.</p> <p>Search for top, accounts, places, tags. Follow at least 5-10 accounts per day</p> <p>Find interesting posts, connect with the user, comment, share, DM users</p>	<p>Instagram Direct Message</p> <p>Message: Hi, Shani, thank you for sharing inspiring photos. Please feel free to connect if I can be of any help. We are constantly looking for partners to work with for some of the events</p>	
Tuesday	<p>Connect with potential customers</p> <p>Engage with the audience</p>	<p>Search for tips related to your industry in Pinterest.</p> <p>Follow boards and pins - 10-15 accounts per day</p> <p>Interact, comment, share interesting pins</p>	<p>Pinterest</p> <p>Weekly around 50 new follows, new comments</p>	
Wednesday	<p>Connect with new users</p> <p>Engage with users</p>	<p>Search for your sport #hashtag on LinkedIn. Follow that hashtag.</p> <p>Find interesting posts, connect with the user, comment, share, DM users</p>	<p>LinkedIn/ Facebook</p> <p>Upload useful PDF's, guides, ebooks, PPT's</p> <p>Weekly 3-5 times</p>	
Thursday	<p>Connect with new users</p> <p>Engage with users</p>	<p>Search for questions related to your industry on Quora. Follow the topic</p> <p>Answer that question + another 3 questions a day</p>	<p>QUORA</p>	

Resources for content:

- Canva | Answer the public | Google People Also Ask | Quora

Tip:

Why not create a sample creative, may be infographic or video or Instagram story for that interview? If you can show example blog post, creatives, videos the interviewer will be impressed

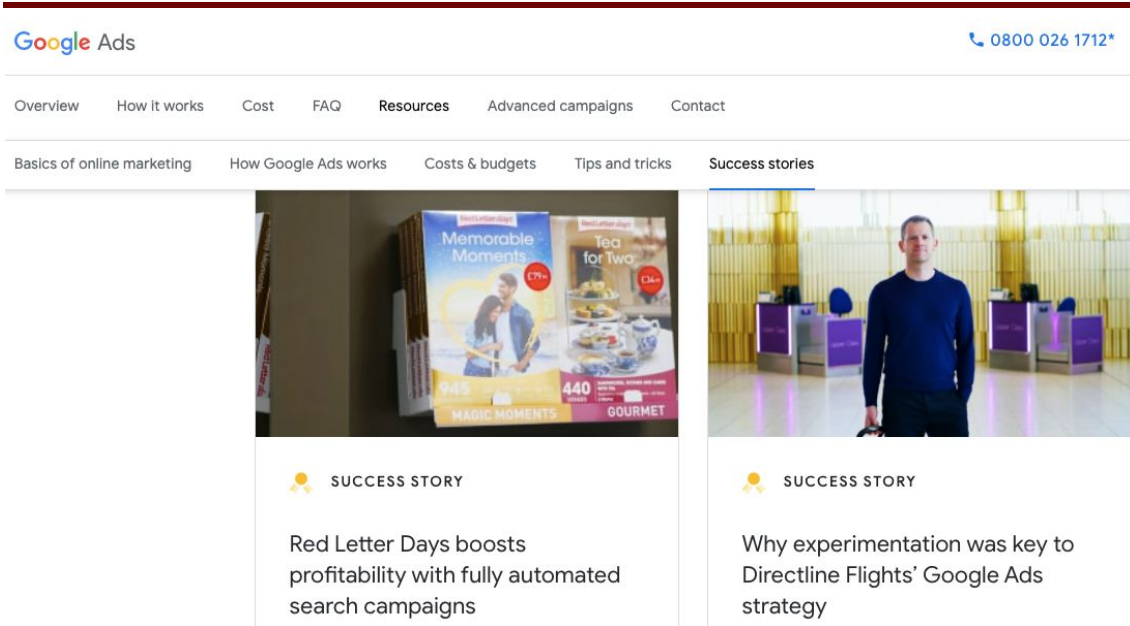
Slide 7: Platforms. Get Discovered

- In this slide you are going to list down all the platforms that make sense to this audience and industry
- SEO | You Tube | Instagram | LinkedIn | Twitter
- Medium | Google Universal for Images, videos, PPT, blogs
- Paid ads - Search, Social, try new ads like Reddit/Quora

Resources for platforms

- Facebook IQ | Think with Google | Success stories | Case studies
- Official blog posts
- Example

A guide to come up with a Digital Marketing Strategy



The screenshot shows the Google Ads website. At the top, there is a navigation bar with links for Overview, How it works, Cost, FAQ, Resources, Advanced campaigns, and Contact. Below this is a sub-navigation bar with links for Basics of online marketing, How Google Ads works, Costs & budgets, Tips and tricks, and Success stories. The main content area features two success story cards. The first card is titled 'SUCCESS STORY' and features an image of 'Memorable Moments' and 'Tea for Two' products. The text below the image reads: 'Red Letter Days boosts profitability with fully automated search campaigns'. The second card is also titled 'SUCCESS STORY' and features an image of a man standing in a modern office. The text below the image reads: 'Why experimentation was key to Directline Flights' Google Ads strategy'.



The screenshot shows the Facebook for Business website. At the top, there is a navigation bar with links for FACEBOOK for Business, Get Started, Learn, Insights, solutions, Resources, Support, and COVID-19 resources. There is also a 'Crea' button on the right. Below the navigation bar is a large heading 'Success Stories' and a sub-heading 'Case studies such as these inspire and motivate us. See how businesses similar to yours are growing with Facebook marketing.' Below this is a filter bar with dropdown menus for Business size, Objective, Industry, Product, and Region, and a search icon. Below the filter bar is a search result box showing 'Asia Pacific X' and '315 results'. Below the search result box are three success story cards. The first card is titled 'StashAway >' and features an image of a hand holding a smartphone. The text below the image reads: 'Powering customer service with WhatsApp Business'. The second card is titled 'Summer Bay Resort Lang Tengah Island >' and features an image of a tropical beach. The text below the image reads: 'Increasing brand awareness with Facebook dynamic language optimisation'. The third card is titled 'Ballarat Body & Soul >' and features an image of a group of people. The text below the image reads: 'Growing from strength to strength with Facebook video ads'.

Slide 8: Budget

- The calculation will be based on your experience
- Based on Industry conversion rate (1 % average conversion rate: If you get 100 traffic to the website, one person will buy the product)
- Based on the average cost per click/impressions/views/leads on Google and Social media
- Show screenshots of reach and cost

The screenshot displays the Facebook Audience Definition interface. On the left, under 'Audience', there are two radio buttons: 'Use your recent targeting settings' (selected) and 'Define a new audience'. Below this, there are sections for 'Custom Audiences' (with a 'Browse' button), 'Locations' (set to 'Everyone in this location' with a dropdown for 'United States' and an 'Include' button), 'Age' (set to '18 - 65+'), 'Gender' (set to 'All'), and 'Languages' (with an input field). At the bottom, it says 'Detailed Targeting INCLUDE people who match at least ONE of the following'. On the right, the 'Audience Definition' section features a gauge showing 'Your audience selection is fairly broad.' Below this, 'Audience Details' lists: Location (United States), Age (18 - 65+), and Placements (on pages: News Feed on desktop computers, News Feed on mobile devices, Right column on desktop computers, Third-party Apps and Websites on mobile devices or Instagram Feed). The 'Potential Reach' is 192,000,000 people. The 'Estimated Daily Reach' section shows: 2,700 - 7,200 people on Facebook (of 130,000,000) and 3,100 - 8,200 people on Instagram (of 33,000,000). A note at the bottom states: 'This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.'

Resources for Budget

- Facebook audience insights
- Google ads

