Digital Media Action Plan

The digital media action plan forms part of the broader marketing plan. Below are the sections that sit within the digital action plan.

Vision & Mission

Recap the vision and mission of your organisation. Consider how your digital plan will help deliver on that vision.

Vision	
Mission	

Product/Service

Develop a product description including what your product/service is, key ingredients, locations, availability of product (distribution channels), pricing and any unique selling propositions (USPs).

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Competitor Analysis

Identifying and understanding your competitors is key to any successful digital plan. It is recommended to evaluate at least 4 competitors

	Competitor 1	Competitor 2
Brand Name of brand		
URL Insert their web address		
Target Audience Who are they targeting; and with what messages		
Key Advertising / Promotional focus Statement of their advertising focus ie range focused using top level traditional (offline) and digital medias		
Range of products or services List full range (and include images)		
Offline activity List of offline activities such as recent trade shows, TV advertising, magazine advertising, brochures, printed newsletters, PR etc.		
Online activity List of online activities such as YouTube, email, social media advertising, blogs, forums etc.		

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Objectives & Goals

Link the overarching business goals to the digital goals.

Business Goals	Digital Goals
Grow revenue of the business from x to y	*Achieve x% of revenue generated from online and referral activities*

Target Audience

When identifying your target audience you want to start with a clear picture of who you're targeting, what is their day-to-day life, what are their technology and media consumption habits (for example do they drive to work listening to the radio? Do they put the television on after dinner? Where are they spending their time on the Internet -Gmail, Facebook, Twitter, blog sites)? What are their perceptions and purchase motivations.

Behavioural:

Age	
Gender	
Location	
Income Level	
Education Level	
Marital Status	
Cultural Background	
Occupation	

Psychographics:

Values	
Goals	
Hobbies	
Lifestyle	
Personality/Behaviour	

Target Audience Persona

Your target audience persona is a fictitious and general summary of your ideal customer based on both primary and secondary research

Title *(insert the name and a statement about the customer)*

Insert a picture that represents your customer or consumer

Target Audience Description

Include personal information here about your ideal customer (demographics such as age, education, relationship status etc)

Likes

Insert their likes (hobbies, interests etc)

Insert their likes (hobbies, interests etc)

Insert their likes (hobbies, interests etc)

Insert their likes (hobbies, interests etc)

Insert their likes (hobbies, interests etc)

Insert their likes (hobbies, interests etc)

Location

Include information here that relates to where the customer lives

Insert picture of the city

Buyer Motives

Discuss here the major motivations of the customer to purchase your goods or services

Buyer Decision Making Process

Include information here that related to the customer decision making purchase (problem recognition, information search, evaluation of alternatives, purchase, post purchase)

Consumer Reaction to Products or Services Being Offered

Include information in relation to the attitudes of the customer toward the category or products or services you offer

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Primary Target Audience Customer Journey

A customer journey map identifies the steps that your target customer takes throughout the decision making process.

	Awareness	Research & Evaluation	Consideration	Conversion	Loyalty
Customer thoughts and actions (From becoming aware of your product or service to becoming loyal)	*What product/services are currently available to your target audience in your industry/category?*	*Over/under whelmed by the choices*	*Where can I physically look/touch/try the product/service?*	*This fits/smells/looks/tastes perfect and is not too expensive*	*This product/service is awesome! I'll purchase that again!*
Brand perception (What does your audience currently they think about your product/service?)	*Is your audience aware of your product/service?*	*What is available in the range?*	*What does it look/feel/taste/smell like?*	*This product/service is not what I thought it was going to be!*	*Great brand and product/service!*
Action (How can your target audience come into contact with your product/brand?)	*Check out the newest product lines/ services available in industry/category.*	*Go online to find out what is available*	*Go to a store to test product/service*	*Purchase*	*Purchase again*
Media (What media channels (traditional and digital) can your target market use to find information and purchase your product/service)	• *Internet* • *Social media* • *Friends*	• *Internet search* • *Blogs/forums* • *Manufacturer websites* • *Social media* • *Friends*	• *Social media* • *Internet* • *Magazines* • *Manufacturer website*	• *Internet* • *Friends*	• *Email* • *Internet* • *Social media*

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Digital Strategy

The digital strategy focuses on how you intend to use digital marketing to meet your stated objectives.

In this section you will reveal your 'big idea' and key message that you want to deliver to your target audience. In this section you will also align the brand personality to your devised campaign.

Deliverables *What is the aim of your strategy? (Include messaging, distribution, desired action from your target audience)*	
Big idea *Provide an explanation of your idea concept*	
Key message *What is the key message that you want to deliver?*	
Brand personality *What are the key personality traits that you want to communicate throughout this strategy?*	
Traditional meets digital *Identify your brand positioning and integration of traditional channels within your digital strategy*	
Marketing mix *Review your current marketing mix (4Ps – product, price, placement and promotion) for online alternatives*	

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Tactics

Throughout this section you will identify the actions that will be taken to deliver your strategy and achieve your objectives.

Be sure to include as much detail as possible throughout each tactic including how each channel will be used and visual representations of concepts and ideas.

Online Advertising *Includes display, banner, behavioural and search activities; be sure to include interests, previous website category activities and search keywords.*	
Mobile Marketing *Including the use of SMS/MMs text subscriptions, push notifications in mobile apps, mobile web browsers and in-app messages.*	
Influencer Marketing *Details key individuals to promote your brand message.*	
Public relations *Tools can include press releases, blogs, email newsletters, podcasts and whitepapers. Identify PR firms used to develop content based on specific events or stories in relation to your product/service.*	
Database Marketing *Identify that ways that you are going to grow your database.*	
Email Marketing *Determine the size of your database and the message that will be delivered.*	
Website/Microsite Marketing *Determine the tools that will be used to drive people to your website including:* - *SEO and PPC search engines* - *Providing interesting and useful content* - *Develop an email campaign* - *Devise a shareable link for use in social media channels* - *Develop an online community*	
Keywords *Develop a list of keywords that you think would be suitable for your product/service.* *Remember that this list will continue to evolve so be sure to have it readily updated.*	
Content *Including website, microsite, blog, forum and social media content to be generated*	
Visuals *What visuals will be included across social media, website and blog pages will be included?*	
Word of Mouth *The development of highly relevant content that could be shared throughout your target audience.*	
Social Media *Identify:* - *Channel (Facebook, YouTube, Twitter etc.)* - *Potential reach* - *Audience details* - *Daily budget and management detail*	

- *Thumbnails of each campaign*	

Campaign Summary

	Paid	Owned	Earned
Internet	• Retargeting display advertising • Web banners	• Product website and microsite • SEO/SEM	• Position in SERPs
Influencer Marketing	• Influencer		• WOM generated from influencer
Public Relations	• Content for review sites, forums and blogs	• Content on website	• Reviews in blogs and forums
Database Marketing	• Affiliate marketing	• Own database marketing	
Email Marketing	• Content for email campaigns	• Own database marketing	
Website/Microsite Marketing	• Development of website and mircosite	• Content on website and microsite	• Share of content on social media and sharing via links within private messages
Keywords	• Google Adwords • Yahoo!/ Bing Search Marketing		
Content Marketing	• Content for review sites, forums and blogs	• Content on website and microsite	• Share of content on social media and private email and massages
Visuals	• Marketing collateral	• Infographics • Short film story series • Audio tracks	
Word of Mouth	• Influencer		• Reviews in blogs and forums
Social Media	• Facebook advertising • YouTube pre-roll video • Masthead for website and mobile	• Real time response campaign via Facebook • YouTube	• Referral and share of content via social media sites and private email and messages

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Budget

Using a table or an Excel spread sheet, list all of your costs expected throughout the duration of your campaign

Metrics

Develop a list of metrics that will be used to identify the success of failure of your campaign.

Unique visits	
Time spent on site	
Number of fans or followers	
Leads and conversion rates	
Shares, comments, likes	
Sales/ average purchase amounts	
Revenue (on and off line)	
Repeat purchase	
Loyalty	
Advocacy	

Conclusion

Provide a summary of your digital marketing campaign including your KPIs and recommendations.

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