



VENND

DIGITAL STRATEGY TEMPLATE

A good digital strategy outlines the actions you need to take to achieve your goals from online marketing.

To help you determine those actions, you need to start with a clear understanding of your target market and how your product or service helps them. You should also set specific and measurable goals for your digital marketing efforts, for example, you might like to generate 50% more enquiries from your website compared to last year.

Finally, before you map out your digital strategy, you should review and audit your existing digital assets (website, social media channels, downloadable content, blogs etc) and identify gaps or areas for improvement based on your business and marketing goals. Once you've done so, you can use the content plan on page 3 to design new digital assets that connect, engage, and inspire your target personas.

You'll then need to bring it all together and create an action plan that lists out the short and long-term actions needed to help achieve your goals based on your research.

Once you've done so, contact the team at Vennd to help bring your strategy to life

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Target market & buyer persona/s

What type of client do you want to attract and work with? Think about their behaviour (where they go, how they buy) and their demographics (age, gender, location etc)

What sets your business apart?

Business goals

Existing channels and assets

Content creation plan

When it comes to creating engaging digital content - consider:



what are the problems you help your customers solve?

Listen to feedback and talk to your customers about why they buy from you

inspire

connect

what content format will your customers connect to

Create content that solves your customer's problems
eg a checklist or how-to video

engage

how will you engage them in the discussion

A clear understanding of your customer will help guide the channels you should engage with them on. Start with one (eg FaceBook) and experiment

- What problem do you help your customer solve?
- What format of content will they connect with?
- On what channels will you engage with them? (Blog / FaceBook / LinkedIn)

Action plan

WHAT

WHEN

WHO

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