

Digital Marketing Game Plan

For

[Brand Name]

[Date]

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Product and Services Overview

Describe the clients products and services, and illustrate the product hierarchy.

If we need to focus our efforts on a particular product more than another – then indicate this to.

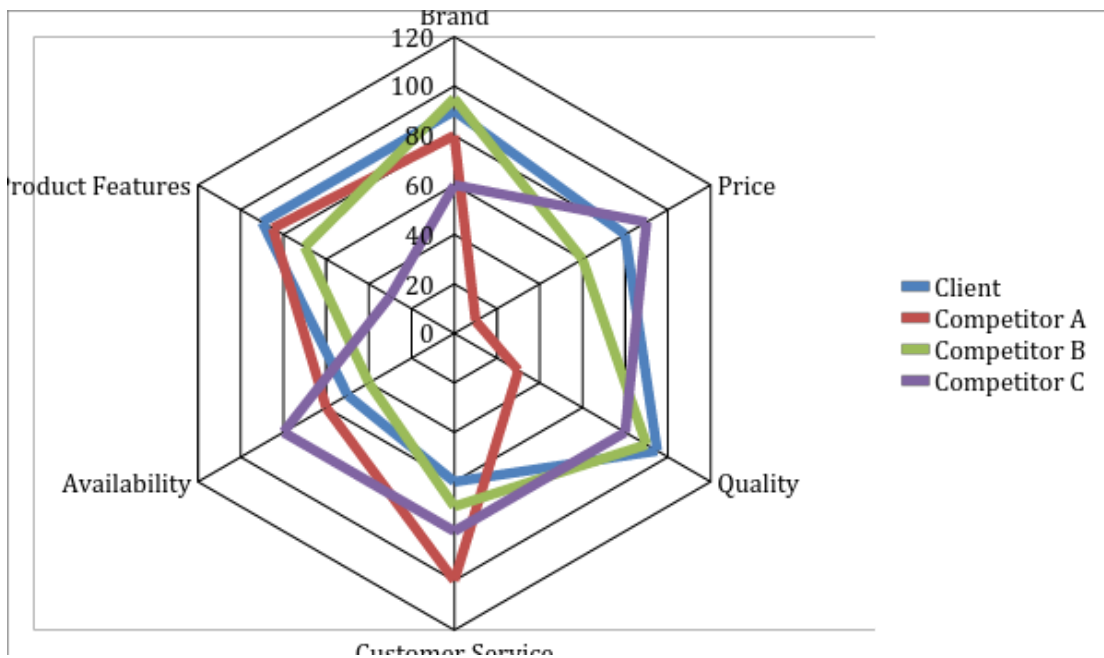
We should describe the features, benefits, USP and value proposition of each of the products in this section.

Market Overview

Start with a description of the industry/market as a whole.

List and then describe the competitors. And create a positioning chart to show where the competitors strong points against your client and where their weak points are – the evaluation points below are just examples and you should develop a positioning matrix based on the client/industry.

Describe the keywords you can see they are targeting by looking at their website page URL's and H1 tags. Also describe their digital marketing approach by looking at their social media, blog, ppc etc.



Goals and Objectives

Describe the companies' sales goals for the next 12 months, also if possible show the goals from the last 12 months and if those goals were reached. This can be done in a table or in a graph.

Now list the company's marketing objectives, such as:

- Increase brand equity by 10% before end of 2015.
- Generate 100 leads per a month.

If they do not have a revenue goal like sales – talk about the importance of marketing having sales goals – aka. “smarketing”.

Describe and illustrate in a graph the website traffic over the past 12 months, as well as the leads, MQL's and SQL's being generated from the website.

Now describe the inbound marketing goals, these might include demand generation goals and they might include lead conversion goals.

Now set your traffic, leads, MQL, SQL goals and illustrate over 12 month period. You should use different conversion ratios – the clients current conversion ratio (if they have one), the global average and then what MPULL expects.

You need to indicate how the sales goals, marketing goals and inbound marketing goals match up. For example, if the inbound marketing goals are not going to bring in all the leads – you need to say that other marketing activities will bring in the rest.

Personas

List all the personas and give a brief overview of each of the personas, indicate if any of the personas are more important than the others and if we will focus on those or others – or give them equal attention.

For each person indicate the key messaging, USP and value proposition.

And for each persona, indicate how we will identify the persona when someone completes a form. For example a combination of years of experience and job title will help us identify a “CMO” as an example.

For each persona, list the top, middle and bottom of funnel campaigns.

Next indicate the potential search volume for each of the personas:

Persona Name	ToFU Volume	MoFU Volume	BoFU Volume
CEO Chris	10,000	3,000	100
Finance Fred	45,000	6,490	250

From the search volume, draw a conclusion as to what areas of focus we will have for the demand generation strategy.

Strategy Overview

Give a one page overview of the inbound marketing strategy and lead conversion strategy, it can be broken into the following areas. It is very important to indicate WHY you have developed the strategy in this way.

- Demand Strategy
- Conversion Strategy
- Renewal Strategy
- Up sell Strategy

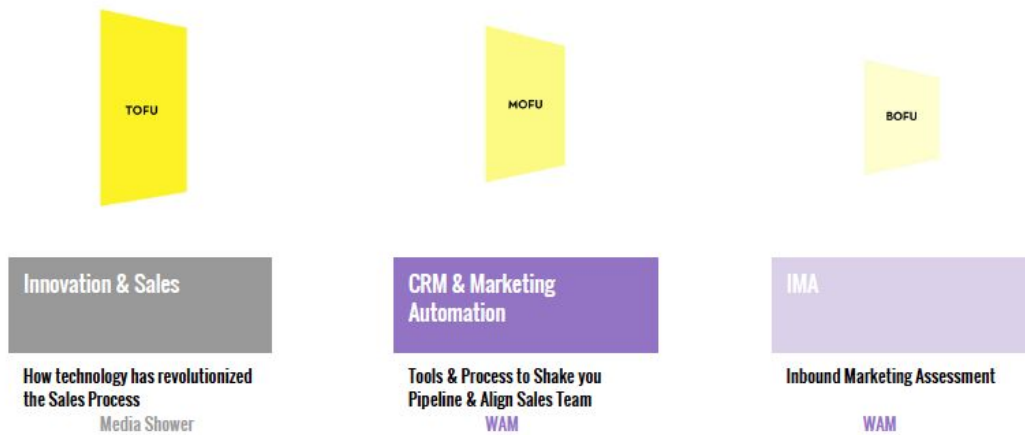
Campaigns and Timeline

These need to be positioned as our big ideas to get the growth the client needs – they need to be very creative. Build out a 12 month campaign calendar that indicates when specific campaigns will be developed, as well as when they will be launched. You will also need to indicate when campaigns will be revised.

These campaigns may take the form of research reports, eBooks, White Papers, Offline Events etc. We may use existing content they have and just localize it or adapt it.

You should indicate the format of the campaign – report, eBook, video, Infographic and all the supporting activities such as webinars (<http://www.webinarjam.com/>), lead nurturing, launch emailers etc.

For each campaign, you should indicate the top, middle and bottom of funnel tactics, such as the example below. Every campaign should directly link to a persona and a campaign theme that was in the persona document. And also give a high level overview of the lead nurturing, MQL nurturing and SQL nurturing plan.



Process and Responsibilities

Describe the process that we will go through to develop the campaigns, in particular the content. Make it very clear that in order to create brilliant content we need to have the time of the client and their product/service specialists.

Describe how often you will update the digital marketing game plan – is it bi-annually or annually. But also describe how

Here's how our teams are set up:

The following people will be involved with your strategy – provide the name :

Team Leader: the Team Leader is the most senior strategist in the vertical. They ensure delivery across the team and act as the escalation point when required.

Senior Strategist: the Senior Strategist deals directly with the client. They're an expert on all digital channels and guide your strategy to reach your goals.

Mid Strategist: the Mid Strategist focuses on data analysis and implementing recommendations from insights gained.

Junior Strategist: the Junior Strategist posts content to your website and manages your social media accounts.

Editor: the Editor guides the direction, style and tone of all content produced for your brand.

Senior Writer: the Senior Writer primarily creates long-form content like eBooks, guides and handbooks.

Writer: the Writer writes strategic blog posts, online articles and social media content designed to promote your long-form content.

Designer: the Designer designs the digital assets required for the implementation of your inbound marketing strategy.

Here's what our monthly process looks like:

Each week of the month, we focus on a particular digital channel and make recommendations based on our analysis. The following week, we present these findings and recommendations to you and then go on to implement approved recommendations.

This is what our monthly delivery plan looks like:

Week 1: Overall review of the previous month, including content analysis

Week 2: Paid media analysis

Week 3: Marketing automation and email marketing analysis

Week 4: SEO and social media analysis

Budget

Using the MPULL Pricing Spreadsheet, build out a line item costing for the client.

Description	Cost (Ex. VAT)
Writing	
List items	
Distribution of Content	
List items	
Content Strategy	
List items	
Campaigns	
List items	
Analysis & Optimization	
List items	
Status and Meetings	
List items	
TOTAL COST	\$

Website and Blog

Provide an overview of the website and blog analysis you conducted. Indicate if we need to change the website, develop a new website or if it is fine as is. Indicate if there is an existing blog we will use, if we need to create a new blog or if we will use the HubSpot blogging tool.

Conversion Friendliness and Call to Actions

Are there multiple conversion paths on each page, are the call to actions bold and contrasting enough.

User Experience

How easy is it to navigate the site

Technical SEO

Mobile friendliness, page URL's, H1 tags, Meta Data

Required new pages for SEO

Are we going to require new anchor pages, explain why – suggest where these can go

Messaging and Value Proposition

No matter what page you arrive on, do you immediately understand what the company does and why they are better. Do they pass the blink test, no matter where the person arrives.

Entry Pages

What pages are people arriving on, are they optimized to convert. What pages do we want people to arrive on.

Expected Persona Journeys

Once a particular persona is on the website, what journey do we expect and want them to take. Does this for each persona.

Landing Pages and Thank You Pages

List all the landing page templates, and thank you page templates we need. Provide a high level wireframe as to how these pages will be built and give a reason why they need to be built like this.

Then give an explanation as to what the templates will be used for. EG. Template A will be used to promote eBooks, and the thank you page will be used to promote getting a quote. But template B is just a 2 column generic landing page that will be used for PPC and the thank you page will promote a particular relevant blog post.

Content Production and Distribution

Explain why content is important – i.e. Impact SEO, it needs to be regular, it provides us something of value to put onto social media, positions brand as a thought leader etc.

Explain the different types of content we will produce for this client and the quantity and frequency:

- From campaigns – eBooks, whitepapers, infographics, video
- Podcasts
- Blog posts – list the different blog types e.g. Thought leadership, educational etc
- Infographics
- Video

Dates

What dates will we produce content, from blog content to video to eBooks. Why have we selected these dates.

Authors

Who will our authors be, what topics will they cover, why have we selected them, write a mini bio for each.

Existing Content

What is our plan with their existing content that the client has

Repurposing Plan

What content are we going to repurpose and how often – e.g. Repost a blog once a month/week etc.

PR Content

What PR content will we produce, how often, and where will we distribute it. List the sites you plan on targeting.

Initial 4 week content calendar

A table indicating the initial content calendar.

Content Calendar

Explain the process of how the content calendar will be produced. Is it based on personas and themes, are you working on a 4 week cycle or a 3 month cycle. Will keywords be inserted into blogs. Are blogs going to come from the conversion assets (eBooks) or are they going to be written fresh every time.

How often will we put in topical content such as things happening in the news right now.

Briefing Process

What are your expectations on the briefing process, how will it work. Will you need a weekly call, a monthly call. What will we bring to the party and what must the client bring in preparation. How do blog briefs work.

Approval Process

What is the approval process for content – document it here. How long before will the client receive the content, how long will they have to approve it, how many times can they make changes, what will happen if they don't get back to us. Who are the contact people.

Content Distribution and Promotion Plan

If you want to bring up SEO, Social etc you can refer the reader to the relevant sections of the game plan. If we are using additional content promotion tools such as Outbrain/Netline/Brightinfo, we will describe them over here, and why we have selected them.

Paid Media

Describe the paid media strategy here.

- Why have we selected these strategies?
- How will we segment the campaigns
- Are we going bottom of funnel only, or are we promoting campaigns
- What time of day, day of week
- Top of page bidding strategy?
- How will we track conversions
- What is our landing page strategy, what is our thank you page strategy
- How will we nurture/deal with leads that come in
- Will we use Ad Extensions
- Can we setup a unique telephone number

Paid Search

Are we using Google AdWords, refer to questions above. Also include things like negative keywords, phrase match, A/B testing plan. Why, Budget, Messaging, When updated? What, when, how, why, budget?

Retargeting

Are we using Google AdWords only, or will we also use Facebook retargeting as an example. What is the messaging going to be on the retargeting. Why, Budget, Messaging, When updated? What, when, how, why, budget?

Social Promotion

What content will we promote on social – which social networks – Twitter, LinkedIn, Facebook? What are our targeting criteria. Why, Budget, Messaging, When updated? What, when, how, why, budget?

Display Advertising

What display advertising will we do and why. What is the targeting criteria. What is the messaging, what is the budget. How often will creative get updated. What, when, how, why, budget?

Email Marketing

What email campaigns will we run and why.

How often will they go out.

What is the purpose of the campaigns.

How will we get content.

What database will we use.

How will we grow our database.

What, when, how, why, budget?

RevBoss.com

Findthelead.com

Newsletters

What is the newsletter strategy? What are we trying to achieve – get more people to read our content, share our content, promote campaigns

How often will a newsletter go out

How will the newsletter subscribers be segmented – what will the different messages be.

Will the newsletter just be blog content, or will there be other content. How will we get the other content.

What call to actions will we promote in the content.

What, when, how, why, budget?

Social Media

What is our plan for social media? What, when, how, why, budget?

Which brand social media accounts will we post to – what is their following and why – in some cases it might just be for SEO such as Google Plus.

What social selling will we do – which 5 employees will we post on behalf of, who are they, are we just doing LinkedIn or Twitter too. What type of groups are we going to target for each person. If there are more than 5 employees that is fine provided we are billing them.

Will we do unique social copy?

What is a proactive social media strategy?

- Who will we follow / connect to
- What blogs/forums/twitter users will we monitor and comment on
- What are our planned comments – prepared responses
- What is our Twitter Listening (Social Inbox) plan – what will we promote – content, blogs, quotes – what keywords are we targeting
- Will we share other brands content / retweet etc. – which brands, how often, what type of content?

Community Management

Are we going to manage the community, are we going to respond to people or notify the client. What is the protocol – is this the clients responsibility, are we going to have prepared responses. How much time a day do we have dedicated to this.

Search Engine Optimization

Describe our keyword strategy. What, when, how, why, budget?

Strategic Keywords

List our strategic keywords (likely to be 10 to 15) and include the search volume and where we are currently ranking for these keywords. Explain when we will substitute a ranking keyword for a new keyword and we will select the new keyword.

Explain which pages we are going to have created on the website and where they will sit.

Explain the process of blogging that will increase the importance of these keywords based on internal linking.

What is our external inbound links strategy? Do we have a press office, or are we going to create wiki pages as an example.

How will we use social media to promote our strategic keywords – are we going to promote them once a day, week etc.

Existing Databases

What existing databases does the client have and how big are they. What is currently being done with these databases and where do they sit.

What are we going to do with the existing database for both:

- Leads
- Customers

Is there an up sell, cross-sell, or engagement strategy?

Are we going to create content to turn our existing customers into brand evangelists?

Do we need to develop strategies to get the existing customers to use the product more, or better.

Do we need strategies to get a customer to renew an annual license.

How can we delight the existing database – such as birthday notifications, or surveys on their customer experience?

Will we import databases into HubSpot?

What, when, how, why, budget?

Lead Revisit Notifications

How will we setup lead revisit notifications in HubSpot. What do we want the account managers / sales people to know – only when particular pages are visited or all pages. All staff or particular staff.

Marketing Integration

List all the other marketing activities planned, in date order and/or by channel and then indicate your strategy to support this activity.

For example a TV ad might have a unique landing page developed for it.

An event, might have a lead nurturing program developed for it.

For PR, we going to promote our conversion assets.

What, when, how, why, budget?

Other Digital Channels

Anything else we are doing that does not fit in anywhere else. Such as using NetLine to generate leads.

What, when, how, why, budget?

Reporting

How will we report, how often and where will we get data from.

Closed loop reporting – how will we close the loop on leads through to customers. Via HubSpot, CRM, excel spreadsheet?

What, when, how, why, budget?

Sales Automation and Lead Management

What is a lead, MQL, SQL?

How are leads from each touch point dealt with – who are they sent to, what reminders are in place, what nurturing is in place.

What are all the touch points for leads, customers etc –

How will we integrate into sales and get feedback on our activity

What, when, how, why, budget?

Progressive Profiling

What is our plan to get data from the leads, mql and sql – and what data is more important. What questions will be queued.