

Digital Marketing Planning Checklist



Use this checklist as a tool to help you create, implement, review and improve your Business' Digital Marketing Strategy.

Overview

SOSTAC is a planning framework for businesses creating and implementing a digital marketing strategy.

- S - Situational Analysis**
 - O - Objectives**
 - S - Strategy**
 - T - Tactics**
 - A - Action**
 - C - Control**
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Situational Analysis – Where are we now?

Create a situational analysis in order to define the online position of the business.

- Install Google Analytics on your website if you haven't done so already.
- Conduct an E Marketplace SWOT analysis;
 - What are the current strengths and weaknesses of your business' online position?
 - What are the opportunities and threats to improve your business' online presence?
- Assess your business' website - is it mobile, tablet and desktop friendly?



Objectives – Where do we want to be?

- Set your digital marketing objectives - these should be aligned with your business' overall strategy:
 - Customer acquisition
 - Retention targets
 - Customer satisfaction
 - Site visit duration
 - Engagement with customers
 - Quantified efficiency gains
 - Conversion Rate
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Strategy – How do we get there?

Create a strategy and plan what exactly you need to do in order to achieve your online objectives.

- Identify your online audience.
 - Segment your audiences & create personas. i.e.
 - What age are they?
 - What are their browsing behaviours?
 - Which social media channels do they use?
 - Detail your target audience.
 - Create an online value proposition i.e. what can your customers get online that they can't offline?
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Tactics – What tools do we need to get there?

Detail who you want to target, with what digital marketing tactics, and how exactly you will implement your digital marketing strategy.

- Gap Analysis - Think about which tools you already have developed, and which new ones you need to develop.
- Research the E-Marketing mix - SEO, paid search, social networking, blogging.
- Identify which social networking channels you will utilise in order to reach your target audience.
- Conduct a niche keyword analysis to identify which keywords your target audience use when searching for your services.
- Develop a content marketing plan devised with these keywords in mind.
- Marketing automation – schedule all content with automation tools to save time.



Action – Who does what and when?

Plan a marketing schedule and delegate responsibilities.

- Outline who is responsible for each area of your digital marketing mix.
- Create a marketing planner and schedule marketing campaigns & timescales. i.e. see the example diagram below.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	£
Banner Advertising									
Affiliate Marketing									
Email Campaigns									
Website refresh									
Sponsorship									
Market research									
Agency Strategic Review									

- Conduct a skills audit internally - do you have the skill, resource and ability in-house to implement the planned strategy and tactics?
- If not, source external expertise i.e. agency.

Control – How do we monitor performance?

Measurement and control process to monitor online performance and implement changes.

- Measure your online marketing objectives.
- Identify the key performance indicators for each tactic and how they have contributed to the success of each objective.
- Measure and report key findings to senior personnel.
- Implement any changes to capitalise on great performance tactics.
- Identify and fix underperforming tactics.
- Reassign marketing budget.

Now for the Implementation of your Digital Marketing Plan



Overview

RACE is a digital marketing planning framework that will allow marketers to plan and manage digital marketing activities in a more structured way.

This strategic approach to digital marketing will help align your digital marketing efforts with the customer journey process, in order to connect with your customer at the right time with the right message.

R – Reach

A – Act

C – Convert

E – Engage

Reach – Reach your target audience whilst they're 'exploring' products and services.

- Optimise your content for customer search engine queries i.e. SEO.
- Promote content on social networks to drive relevant audiences to your site.
- Utilise publishers to promote your content and influence your audience.
- Create blog content to draw customers to your content hub.

Act – During the 'decision making' process, content needs to be relevant and useful in order to create quality leads.

- Optimise your website for lead generation i.e. contact forms.
- Blog to create a relevant content hub to generate leads i.e. newsletter sign ups.
- Interact with customers on social media.
- Two-way communication with your audience on relevant community networks. i.e. #BelfasthourNI.



Convert – During the ‘purchasing process’, you need to capitalise on marketing to ensure that your audience converts online.

- Test, optimise and improve your E-commerce process.
 - Capitalise on the promotion of product and services.
 - Invest in conversion rate optimisation.
 - Utilise marketing automation and remarketing tools to ensure that personalised messaging drives conversion.
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Engage – Now that you have successfully converted a ‘visitor’ to a ‘customer’ make them ambassadors of your brand and let them ‘advocate’ your products and services

- Happy customers are key to social media engagement.
- Engage with customers on email or newsletters to drive repeat sales and referrals.