

How To Create A Digital Strategy In 5 Steps

STEP 1

Identify Target Audience And Build Personas

What to consider when identifying a target persona:



Demographics



Interests



Behaviors



Pain Points

STEP 2

Conduct Competitor Landscape Analysis

Key components of a competitive analysis:

- What competitors are bidding on relevant keywords you'd like to target?
- How are competitors messaging their target audience?
- What channels are competitors advertising on?
- How do competitors rank organically compared to you?
- How much are competitors' monthly digital ad budgets?

STEP 3

Determine Necessary Digital Marketing Channels

- Don't put all your eggs in one basket – Diversify the digital channels & meet your customers where they are.
- Each channel should include its own KPIs, as they all serve different purposes.
- Identify a proper measurement platform like Google Analytics to measure marketing dollars & channels.

STEP 4

Create Content & Unique Value Proposition Plan

- Plan your content for each channel.
- Don't start from scratch. Create a consistent, reusable, and reworkable messaging framework for each channel.
- Make sure your offering is unique & differentiated in the market.

STEP 5

Execute & Optimize Digital Marketing Strategy

- Launch your digital marketing strategy.
- Ensure your digital marketing strategy is ongoing, fluid, and based on performance & market shifts.
- Continuously monitor & analyze campaigns for effectiveness. Include daily, weekly & monthly checkpoints in each channel.
- Conduct monthly reports and quarterly business reviews (QBRs). Adjust/pivot strategy based on findings, if necessary.

Creating A Digital

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