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Digital marketing plan template



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Target and budget



Date created

Period to cover

Week

TARGET AUDIENCE

Who are you looking to reach? Think in terms of buyer personas: fictional profiles of ideal customers based on market and audience research.

KEY MESSAGES

What's the most important information you need to convey to the different sections of your audience?

BUDGET NEEDED

What do you think your chosen marketing methods will cost, and how will you allocate that budget?

PERSONA

1	
2	
3	

PERSONA

1	
2	
3	
GENERAL	

BUDGET

WEBSITE	
SOCIAL ADS	
GOOGLE ADS	
ASSETS	
TOTAL	

Marketing funnel



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Stage in marketing funnel: The customer's journey with your business, from first learning about you to buying your products.

What do you want your digital marketing campaigns to achieve?

What topics do you think are important to cover?

What types of content will you use?

What methods will you use to get your digital marketing in front of your target audience?

	GOALS	CONTENT TOPICS	CONTENT NEEDED	CHANNELS FOR DISTRIBUTING CONTENT				PERFORMANCE
STAGE	Example: 2,000 email subscribers	Example: Educational top tips	blogs, guides, case studies, videos, podcasts, e-learning	SEO	PAID	SOCIAL	EMAIL	Metrics you will measure to judge your campaigns performance
TOP								
MIDDLE								
BOTTOM								

Top: Creating awareness

Middle: Helping customer to decide

Bottom: Turning prospect into paying customer

Support and resources



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CHECKLIST OF OTHER TASKS

☐

Create a schedule and timeline for implementing your plan

☐

Complete your content calendar

☐

Decide which digital tools you can make use of

☐☐☐

SUPPORT AND RESOURCES

BLOGS

[How to create a small business marketing plan](#)

[How to identify your small business's target audience](#)

[Content strategy for small businesses](#)

WEBINARS

[Get started with SEO](#)

[Use social media ads to reach more customers](#)

[How to attract customers on social media](#)

[How to sell more with an email marketing strategy](#)

[Lunch and Learn: Measure, monitor and grow your business](#)

[How using and analysing data helps you reach your targets](#)

[Email marketing tips and tricks](#)

MORE

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