# **Digital Media Action Plan**

The digital media action plan forms part of the broader marketing plan. Below are the sections that sit within the digital action plan.

## **Vision & Mission**

Recap the vision and mission of your organisation. Consider how your digital plan will help deliver on that vision.

|  |  |
| --- | --- |
| **Vision** |  |
| **Mission** |  |

## **Product/Service**

Develop a product description including what your product/service is, key ingredients, locations, availability of product (distribution channels), pricing and any unique selling propositions (USPs).

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| --- |
|  |

## **Competitor Analysis**

Identifying and understanding your competitors is key to any successful digital plan. It is recommended to evaluate at least 4 competitors

|  |  |  |
| --- | --- | --- |
|  | **Competitor 1** | **Competitor 2** |
| **Brand**  **Name of brand** |  |  |
| **URL**  **Insert their web address** |  |  |
| **Target Audience**  **Who are they targeting; and with what messages** |  |  |
| **Key Advertising / Promotional focus**  **Statement of their advertising focus i.e. range focused using top level traditional (offline) and digital medias** |  |  |
| **Range of products or services**  **List full range (and include images)** |  |  |
| **Offline activity**  **List of offline activities such as recent trade shows, TV advertising, magazine advertising, brochures, printed newsletters, PR etc.** |  |  |
| **Online activity**  **List of online activities such as YouTube, email, social media advertising, blogs, forums etc.** |  |  |

## **Objectives & Goals**

Link the overarching business goals to the digital goals.

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| --- | --- |
| **Business Goals** | **Digital Goals** |
| Grow revenue of the business from x to y | Achieve x% of revenue generated from online and referral activities |
|  |  |
|  |  |
|  |  |

## **Target Audience**

When identifying your target audience you want to start with a clear picture of who you’re targeting, what is their day-to-day life, what are their technology and media consumption habits (for example do they drive to work listening to the radio? Do they put the television on after dinner? Where are they spending their time on the Internet -Gmail, Facebook, Twitter, blog sites)? What are their perceptions and purchase motivations.

**Behavioural:**

|  |  |
| --- | --- |
| Age |  |
| Gender |  |
| Location |  |
| Income Level |  |
| Education Level |  |
| Marital Status |  |
| Cultural Background |  |
| Occupation |  |

**Psychographics:**

|  |  |
| --- | --- |
| Values |  |
| Goals |  |
| Hobbies |  |
| Lifestyle |  |
| Personality/Behaviour |  |

## **Target Audience Persona**

Your target audience persona is a fictitious and general summary of your ideal customer based on both primary and secondary research

|  |  |  |  |
| --- | --- | --- | --- |
| Title (insert the name and a statement about the customer) | | | |
| Insert a picture that represents  your customer or consumer | | Target Audience Description | |
| Include personal information here about your ideal customer (demographics such as age, education, relationship status etc) | |
| Likes | | Location | |
| Insert their likes  (hobbies, interests etc) | Insert their likes  (hobbies, interests etc) | Include information here that relates to where the customer lives | Insert picture of the city |
| Insert their likes  (hobbies, interests etc) | Insert their likes  (hobbies, interests etc) |
| Insert their likes  (hobbies, interests etc) | Insert their likes  (hobbies, interests etc) |
| Buyer Motives | | Buyer Decision Making Process | |
| Discuss here the major motivations of the customer to purchase your goods or services | | Include information here that related to the customer decision making purchase  (problem recognition, information search,  evaluation of alternatives, purchase, post purchase) | |
| Consumer Reaction to Products or Services Being Offered | | | |
| Include information in relation to the attitudes of the customer  toward the category or products or services you offer | | | |

## **Primary Target Audience Customer Journey**

A customer journey map identifies the steps that your target customer takes throughout the decision making process.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Awareness | Research & Evaluation | Consideration | Conversion | Loyalty |
| Customer thoughts and actions  (From becoming aware of your product or service to becoming loyal) | What product/services are currently available to your target audience in your industry/category? | Over/under whelmed by the choices | Where can I physically look/touch/try the product/service? | This fits/smells/looks/tastes perfect and is not too expensive | This product/service is awesome! I’ll purchase that again! |
| Brand perception  (What does your audience currently they think about your product/service?) | Is your audience aware of your product/service? | What is available in the range? | What does it look/feel/taste/smell like? | This product/service is not what I thought it was going to be! | Great brand and product/service! |
| Action  (How can your target audience come into contact with your product/brand?) | Check out the newest product lines/ services available in industry/category. | Go online to find out what is available | Go to a store to test product/service | Purchase | Purchase again |
| Media  (What media channels (traditional and digital) can your target market use to find information and purchase your product/service) | Internet  Social media  Friends | Internet search  Blogs/forums  Manufacturer websites  Social media  Friends | Social media  Internet  Magazines  Manufacturer website | Internet  Friends | Email  Internet  Social media |

## **Digital Strategy**

The digital strategy focuses on how you intend to use digital marketing to meet your stated objectives.

In this section you will reveal your ‘big idea’ and key message that you want to deliver to your target audience. In this section you will also align the brand personality to your devised campaign.

|  |  |
| --- | --- |
| Deliverables  What is the aim of your strategy? (Include messaging, distribution, desired action from your target audience) |  |
| Big idea  Provide an explanation of your idea concept |  |
| Key message  What is the key message that you want to deliver? |  |
| Brand personality  What are the key personality traits that you want to communicate throughout this strategy? |  |
| Traditional meets digital  Identify your brand positioning and integration of traditional channels within your digital strategy |  |
| Marketing mix  Review your current marketing mix (4Ps – product, price, placement and promotion) for online alternatives |  |

## **Tactics**

Throughout this section you will identify the actions that will be taken to deliver your strategy and achieve your objectives.

Be sure to include as much detail as possible throughout each tactic including how each channel will be used and visual representations of concepts and ideas.

|  |  |
| --- | --- |
| Online Advertising  Includes display, banner, behavioural and search activities; be sure to include interests, previous website category activities and search keywords. |  |
| Mobile Marketing  Including the use of SMS/MMs text subscriptions, push notifications in mobile apps, mobile web browsers and in-app messages. |  |
| Influencer Marketing  Details key individuals to promote your brand message. |  |
| Public relations  Tools can include press releases, blogs, email newsletters, podcasts and whitepapers. Identify PR firms used to develop content based on specific events or stories in relation to your product/service. |  |
| Database Marketing  Identify that ways that you are going to grow your database. |  |
| Email Marketing  Determine the size of your database and the message that will be delivered. |  |
| Website/Microsite Marketing  Determine the tools that will be used to drive people to your website including:  SEO and PPC search engines  Providing interesting and useful content  Develop an email campaign  Devise a shareable link for use in social media channels  Develop an online community |  |
| Keywords  Develop a list of keywords that you think would be suitable for your product/service.  Remember that this list will continue to evolve so be sure to have it readily updated. |  |
| Content  Including website, microsite, blog, forum and social media content to be generated |  |
| Visuals  What visuals will be included across social media, website and blog pages will be included? |  |
| Word of Mouth  The development of highly relevant content that could be shared throughout your target audience. |  |
| Social Media  Identify:  Channel (Facebook, YouTube, Twitter etc.)  Potential reach  Audience details  Daily budget and management detail  Thumbnails of each campaign |  |

## **Campaign Summary**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Paid | Owned | Earned |
| Internet | Retargeting display advertising  Web banners | Product website and microsite  SEO/SEM | Position in SERPs |
| Influencer Marketing | Influencer |  | WOM generated from influencer |
| Public Relations | Content for review sites, forums and blogs | Content on website | Reviews in blogs and forums |
| Database Marketing | Affiliate marketing | Own database marketing |  |
| Email Marketing | Content for email campaigns | Own database marketing |  |
| Website/Microsite Marketing | Development of website and mircosite | Content on website and microsite | Share of content on social media and sharing via links within private messages |
| Keywords | Google Adwords  Yahoo!/ Bing Search Marketing |  |  |
| Content Marketing | Content for review sites, forums and blogs | Content on website and microsite | Share of content on social media and private email and massages |
| Visuals | Marketing collateral | Infographics  Short film story series  Audio tracks |  |
| Word of Mouth | Influencer |  | Reviews in blogs and forums |
| Social Media | Facebook advertising  YouTube pre-roll video  Masthead for website and mobile | Real time response campaign via Facebook  YouTube | Referral and share of content via social media sites and private email and messages |

## **Budget**

Using a table or an Excel spread sheet, list all of your costs expected throughout the duration of your campaign

## **Metrics**

Develop a list of metrics that will be used to identify the success of failure of your campaign.

|  |  |
| --- | --- |
| Unique visits |  |
| Time spent on site |  |
| Number of fans or followers |  |
| Leads and conversion rates |  |
| Shares, comments, likes |  |
| Sales/ average purchase amounts |  |
| Revenue (on and off line) |  |
| Repeat purchase |  |
| Loyalty |  |
| Advocacy |  |