

My Digital Marketing Strategy

Identify Your Goals			
What	When	Why	How

Understand Your Customers	
What keeps them awake at night	
What are they afraid of?	



The Digital Guide's Useful Resources

What are their top 3 frustrations?

What trends are occurring in their business or lives that are impacting them?

What magazines/papers are they reading?

Where do they hang out on social media?

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The Digital Guide's Useful Resources

What websites are they visiting?

What does a typical day look like for them?

What's the main emotion these people have about your industry?

Are they male / female/ other?

How old are they?

Where do they live?



The Digital Guide's Useful Resources

What are the top 3 things your business offers that solve their problems?

What else do you know about them?

Include a photo of your ideal customer

Other notes...



The Digital Guide's Useful Resources

Identify Your Brand	
What are you known for	
What problems do you solve	
Who do you help	
What are the benefits of working with you	
What are your character traits?	
Describe your tone of voice	
What type of images do you use	
Where are you seen	
What type(s) of collateral do you need?	

Develop Your Content Calendar			
Channel	Content Type	Key Date	Benchmark