

Digital Marketing Plan Example

Created for: Perfect Lawn
By: Consultant

Date: Month, Year
Version: 1.0

Situation

- **R:** Competitors superior at SEO
- **A:** No Landing Pages
- **A:** Poor content assets to assist buying
- **C:** Point-of-difference not clear
- **E:** Email communications limited (including lead nurturing)

Strategy: target segments

Targeting personas based on RHA definitions:

- Quite keen gardeners
- Marginal gardeners
- Not keen gardeners

Strategy: content marketing

- New **landing pages**
- Weekly blog posts sharing other assets
- Develop **4 infographics and videos** about the human and financial value of lawns
- Monthly posts including new assets, combined in Spring period promotion

Tactics

Reach:

- SEO focusing on lawn problems
- Google+ Local **AdWords** targeting lawn treatments
- Use Display network to target forums

Act:

- New regional landing pages
- Upgrade online quote engine

Objectives

- **R:** Increase unique visitors by 25% in +6 months
- Increase domain authority to competitor levels in +1 year
- **A:** Increase lead conversion by +15% using new content assets in +1 year
- **C:** Increase lead to sale conversion using callback system
- **E:** Increase repeat customer conversion by 20% in +1 year

Strategy: value proposition

- **Brand positioning:** Develop "Fighting Lawn problems" personality c.f. "creating beautiful lawns", linking lawns to property values
- **Product:** Define 3 online package quoting minimum prices with commitment discount
- **Pricing:** Market leading price for national chains for small and mid-size gardens
- **Place:** Improve tailoring of marketing assets for local franchises

Strategy: communications strategy

Priority acquisition channels

- **Google+ Local** focused search strategy
- **Forums** – use display network to target forms
- Increase conversion with **Email sequence**

Priority retention activities

- **Quarterly newsletter** targeted by region
- **Out-of-season:** social media campaign including recommendations

Convert:

- New 3 email sequence triggered by online quote

Engage:

- Seasonal newsletter, tailored by 8 regions of country
- Make Facebook and Twitter pages active

Actions

(site development activity, always-on and campaign activity)

- Implement 90 day plans to define and control marketing activities for each quarter
- Q1: Update online quote engine, Trial **AdWords** in one region
- Q2: Implement new regional landing pages
- Q3: Rollout **AdWords** countrywide. Launch email sequences
- Q4: Social media campaign for Winter lawn awareness linking to spring period

Control

(Review performance through reporting and analytics)

- Q1: Setup custom dashboard, goal value and funnels in Google Analytics for weekly review and improvement
- Q2: Use forward path analysis of landing pages to see value generated
- Q3: Add email campaign tracking for new sequences
- Q4: Trial Google content experiments to improve home page and landing pages through changing messages and call-to-action

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Strategy: content marketing:



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