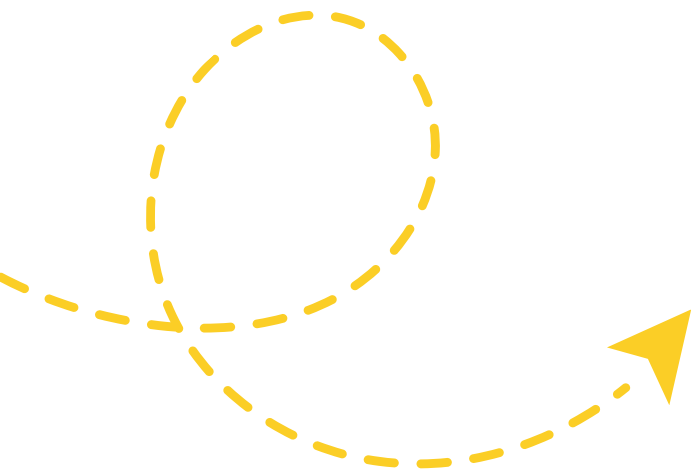
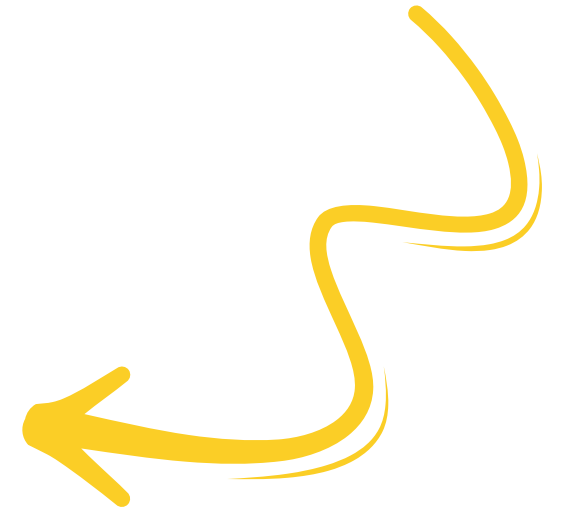


CREATE **DIGITAL**
MARKETING

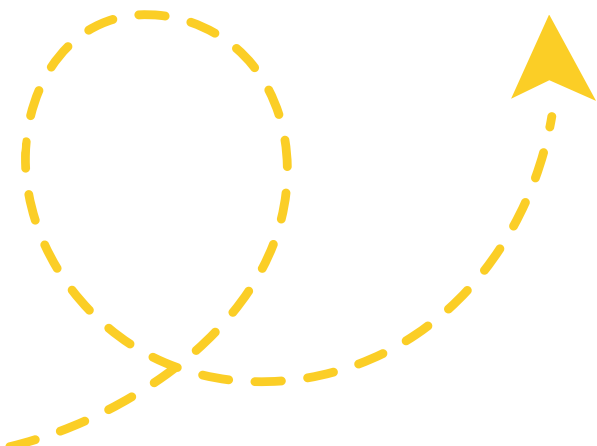
PLAN





COMPETITOR RESEARCH

**ANALYZE WHAT THE
COMPETITORS ARE DOING**



SEARCH ENGINE MARKETING

THE PRACTICE OF MARKETING A
BUSINESS USING PAID ADVERTISEMENTS
THAT APPEAR ON SEARCH ENGINE
RESULTS PAGES





SOCIAL MEDIA MARKETING

SOCIAL MEDIA MARKETING IS A FORM OF INTERNET MARKETING THAT INCLUDES COMPOSING AND SHARING CONTENT ON SOCIAL MEDIA CHANNELS OR NETWORKS.



CONTENT MARKETING

**PROMOTES YOUR BUSINESS
EFFECTIVELY**

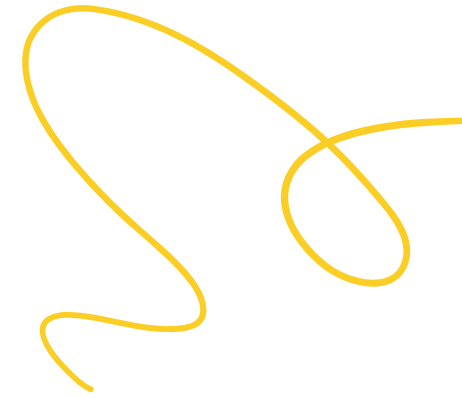
THERE ARE A VARIETY OF CONTENT MARKETING TYPES
THAT MARKETERS CAN CHOOSE FROM.





EMAIL MARKETING

EMAIL MARKETING IS A FORM OF MARKETING THAT CAN MAKE THE CUSTOMERS ON YOUR EMAIL LIST AWARE OF NEW PRODUCTS DISCOUNTS, AND OTHER SERVICES

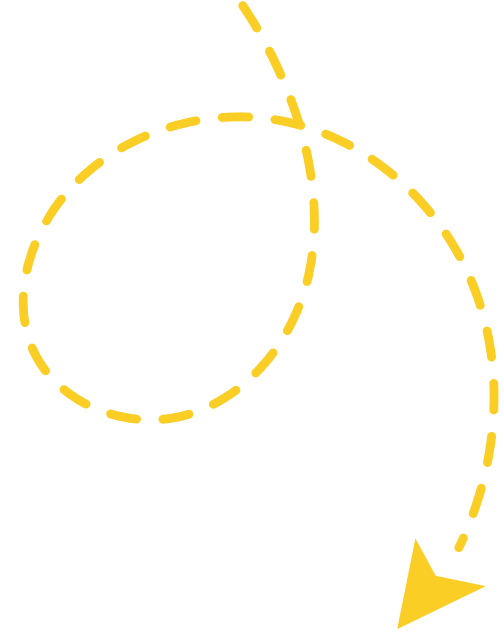


MOBILE MARKETING

HERE ARE A FEW REASONS WHY MOBILE MARKETING IS WIDESPREAD

MOBILE MARKETING IS A ROUTE IN WHICH TECHNOLOGY IS USED TO PROMOTE PRODUCTS AND SERVICES TO THE END-USER WHO IS CONSTANTLY CONNECTED TO THE NETWORK.



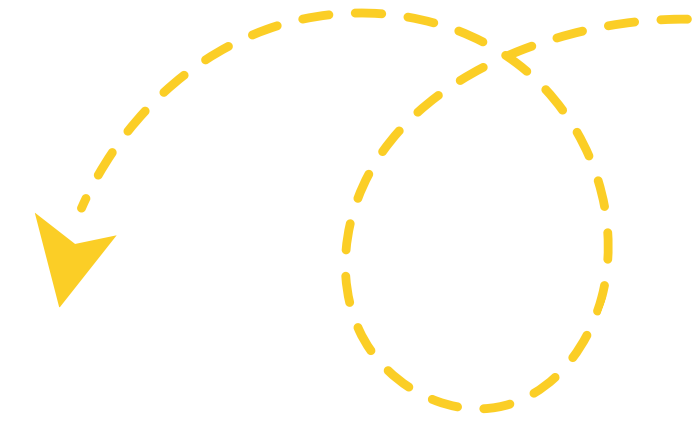


MEASURE RESULTS IN MARKETING

IT IS ESSENTIAL TO MEASURE THE RESULTS OR
OUTCOMES OF USING A DIGITAL MARKETING
STRATEGY IN YOUR BUSINESS.



GOALS AND OBJECTIVE



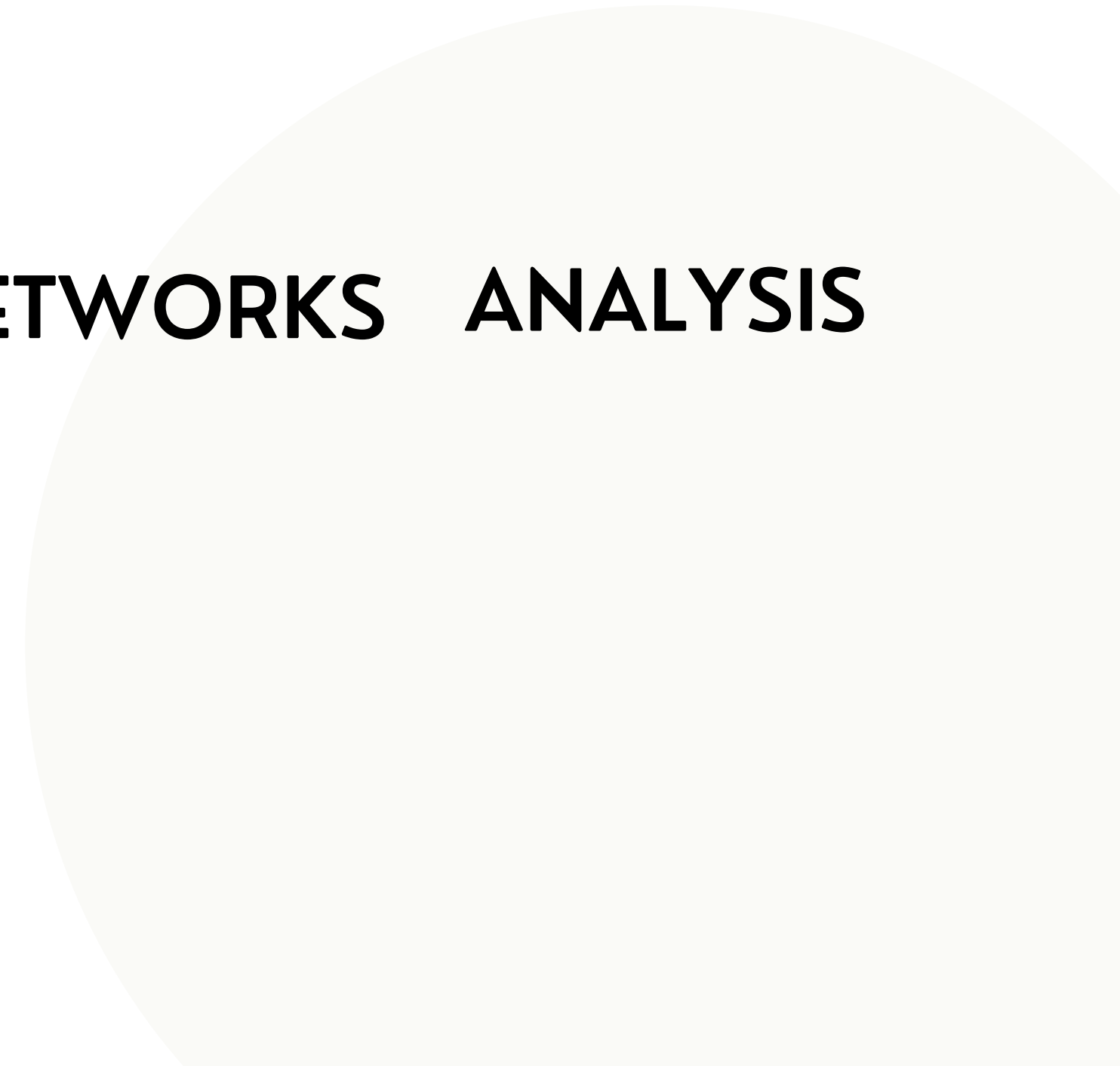
OPERATIONAL OBJECTIVES

BUDGET & TIME

TARGET GROUP

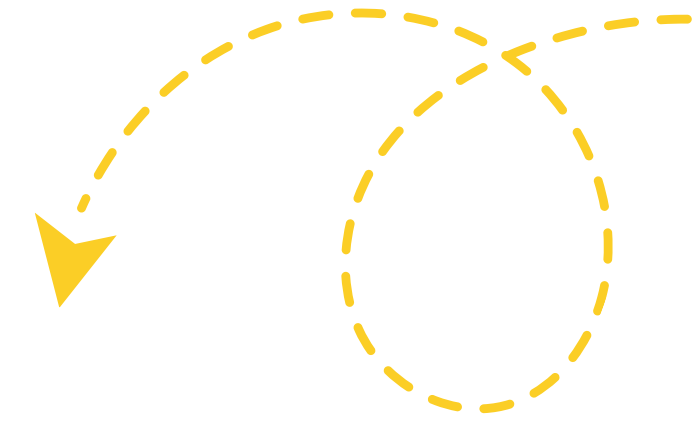
NETWORKS

ANALYSIS



GOALS AND OBJECTIVE

EXAMPLES



**TRAFFIC
ON THE WEBSITE**

**INCREASE ONLINE
SALES**

**INCREASE SOCIAL
MEDIA PAGE
LIKES/FOLLOWS**

**REACH
& AWARENESS**



MATCH BUSINESS GOALS WITH ONLINE GOALS

GOALS

- MAKING IT EASIER FOR THE PUBLIC TO FIND US ONLINE, SO MORE TOUCHPOINTS
- CONTACTING NEW AUDIENCES TO GET TO KNOW US
- SELL MORE PRODUCTS
- INCREASE THE NUMBER OF OUR REGULAR & REPEAT CUSTOMERS

ONLINE GOALS

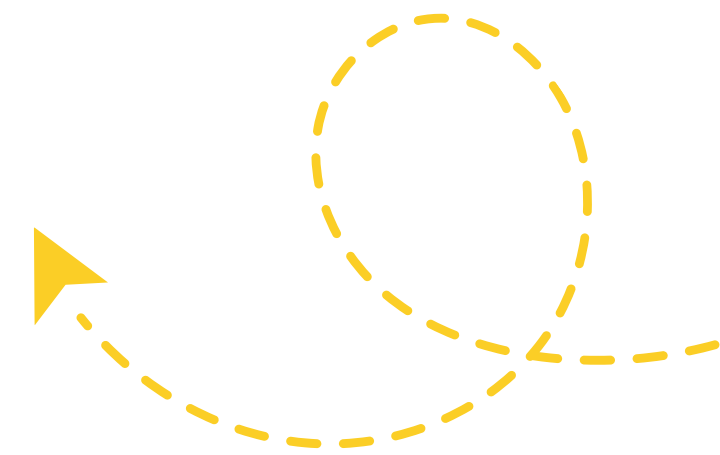
- INCREASING MOBILITY ON THE WEBSITE
- INCREASE THE NUMBER OF LIKES/FOLLOWS FROM OUR CUSTOMERS
- INCREASE ONLINE REACH AND AWARENESS
- INCREASE SALES THROUGH THE WEBSITE



HOW TO IDENTIFY YOUR CUSTOMER



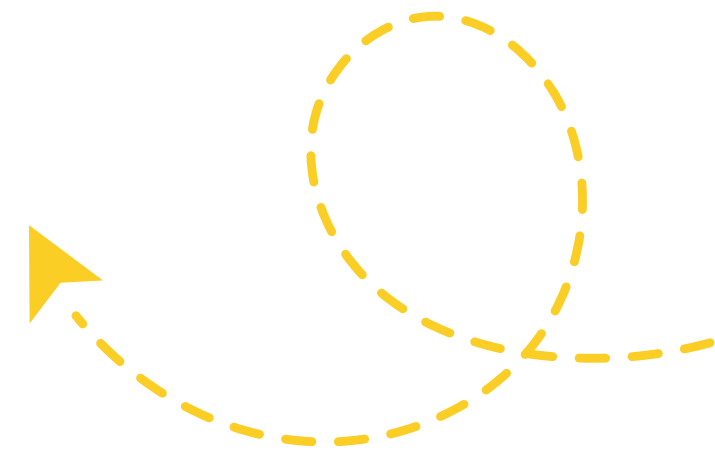
HERE'S WHAT YOU NEED
TO KNOW TO IDENTIFY YOUR
IDEAL CUSTOMERS





OUR AUDIENCE
PERSONAS (SPECIALTY, AGE, REGION,
DEVICES, INTERESTS, ETC.)

define your
personas



Buyer Persona Template



Tyrone the College Kid

OVERVIEW

School kid with lots of ambition. Due to attend college next year. Keen interest and talent for music—particularly playing the guitar.

DEMOGRAPHICS

Studying in high school. Above average GPA (4.3). Age 17. Lives with mom in Texas. Lots of friends.

CHALLENGES OR PAIN POINTS

Not finding a job due to changes in the economy. Finding a job as a guitarist when the music industry in Texas is declining. "I need a job but I don't have enough time to job search due to school." "Nobody is hiring guitarists any more."

BIGGEST FEARS

Failing to provide for his mom (single parent). Being stuck in a career he doesn't like. Losing his network of friends.

GOALS AND MOTIVATIONS

Find a job where he can play guitar all day, every day. Becoming a famous guitarist and touring the country. Meeting other famous musicians.

HOBBIES

Listening to music and playing guitar. Hanging out with his friends. Putting on shows at his school to show people his talent.

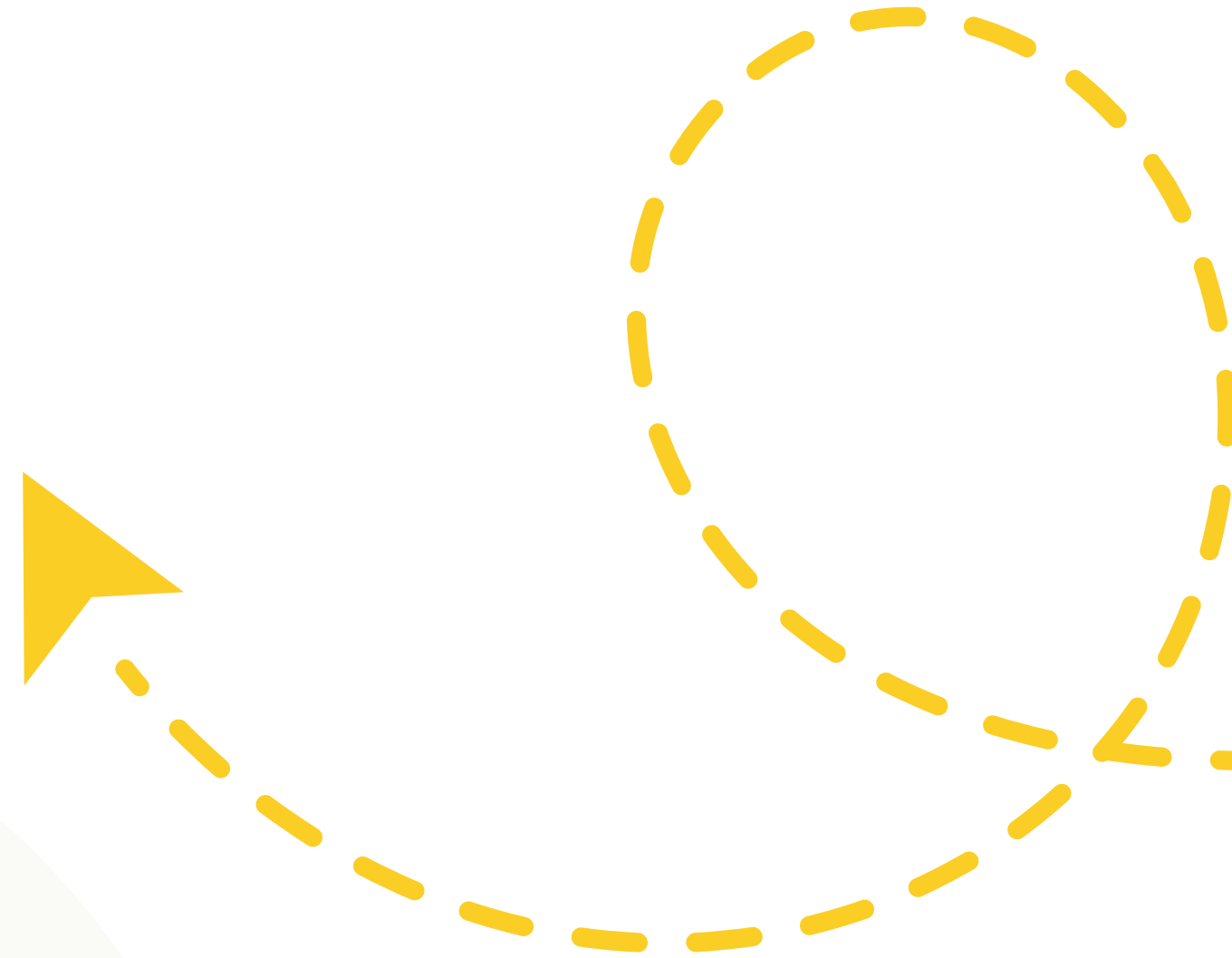
CAREER

Student, Guitar Lesson Tutor, Musician



Ricky's Music Supplies

link: [The Ultimate Guide to Developing Buyer Personas \(singlegrain.com\)](https://singlegrain.com)





TO CREATE YOUR CUSTOMER PERSONAS, YOU'LL WANT TO ANSWER QUESTIONS LIKE

Is your target audience men or women?

- **What country do they reside in?**
- **How old are they?**
- **How much education do they have?**
- **Do they have a spouse or children? If so, how old?**
- **What political party do they support?**
- **What are their interests?**
- **What activities do they participate in?**
- **What types of careers do they tend to have?**
- **What are their goals?**
- **What are their problems and frustrations?**
- **What benefits are important to them?**
- **What objections are they likely to have?**
- **What social media do they use?**
- **How do they like to consume information--by listening, reading, or watching?**



NETWORK CHANNELS

INCREASE ONLINE REACH AND PUBLIC AWARENESS

DISPLAY

**SOCIAL
MEDIA**

**CONTENT
MARKETING**

INCREASE OF SALES THROUGH THE WEBSITE

SEM

SEO

**EMAIL
MARKETING**

INCREASING MOBILITY ON THE WEBSITE

SEM

SEO

**EMAIL
MARKETING**

INCREASE CUSTOMER LOYALTY

**SOCIAL
MEDIA**

**EMAIL
MARKETING**

**CONTENT
MARKETING**



MEASUREMENT SMART

**DEFINE GOALS IN ORDER TO MEASURE
THE SUCCESS OF YOUR ACTIONS**

**SPECIFIC (SPECIFIC)
MEASURABLE (MEASURABLE)
ATTAINABLE
RELEVANT
TIMELY (TIMED)**