

# Digital marketing strategy planning tool

Reach

Act

Convert

Engage

**Situation analysis: How well are we using digital media now?**

Audience and customer analysis

Competitor benchmarking

Online partner analysis

Own digital marketing review

**Objective setting: Which goals and KPIs should we use?**

Mission and vision

Goals, KPIs and web analytics

**Strategy: How can we achieve our goals?**

Segmentation and targeting

Positioning and value proposition

Engagement and content strategy

Integrated communications strategy

**Tactics: Which digital marketing activities do we optimise?**

## REACH

Build awareness on other sites and in offline media and drive to web presences

Search Engine Optimisation (SEO)

Pay Per Click

Affiliate and partner marketing

Display advertising

Acquisition email marketing

Social media marketing

## ACT & CONVERT

Achieve conversion to marketing goals such as fans, leads or sales on web presences and offline

Site-wide content & design effectiveness

Home page design effectiveness

Search and browse page efficiencies

Category and product page efficiencies

Basket and checkout efficiency

Social media marketing

## ENGAGE

Build customer and fan relationships to encourage repeat visits and sales.

Content marketing

Enewsletters and promotional emails

Event-triggered email marketing

Customer service & support

Web site personalisation

Social media marketing