

Digital Marketing Action Plan template

Start With:
Holistic Overview of
How Digital Marketing Works Today

A 3D yellow cylinder is positioned on the left side of the image. The word "Branding" is written in a bold, blue, sans-serif font on the upper portion of the cylinder's side. The cylinder has a slight gradient and a soft shadow at its base.

Branding



Branding



**Attracting
Business
Now**



Branding

**Attracting
Business
Now**

**Attracting
Business
Later**

**What People See/
Say About You**

Branding

**Attracting
Business
Now**

**Attracting
Business
Later**

**What People See/
Say About You**

Branding

**How People Hear
About You**

**Attracting
Business
Now**

**Attracting
Business
Later**

**What People See/
Say About You**

Branding

Reviews
Website
Social Media

**How People Hear
About You**

**Attracting
Business
Now**

**Attracting
Business
Later**

**What People See/
Say About You**

Branding

Reviews
Website
Social Media

**How People Hear
About You**

Attracting Business Now

Message
Marketing

Social Media
Posts

Paid Advertising
Facebook Ads
Google Ads

Attracting Business Later

**What People See/
Say About You**

**Your
Foundational
Brand
Landscape**

Reviews
Website
Social Media

**How People Hear
About You**

**Attracting
Business
Now**

Message
Marketing:
Text, Email

Social Media
Posts

Paid Advertising
Facebook Ads
Google Ads

**Attracting
Business
Later**

People Find You
Online When
“Googling”

**What People See/
Say About You**

**Your
Foundational
Brand
Landscape**

Reviews
Website
Social Media

**TIME TO
IMPACT**

ST/LT

**How People Hear
About You**

**Attracting
Business
Now**

Message
Marketing:
Text, Email

Social Media
Posts

Paid Advertising
Facebook Ads
Google Ads

ST

**Attracting
Business
Later**

Search Engine
Optimization
(SEO)

People find you
when they are
“Googling”
for something they
want

LT

VISIBILITY & REPUTATION

VISIBILITY & REPUTATION

How Does Your Company Show Up On:

- Google

VISIBILITY & REPUTATION

How Does Your Company Show Up On:

- Google
- Facebook

VISIBILITY & REPUTATION

How Does Your Company Show Up On:

- Google
- Facebook
- Instagram

VISIBILITY & REPUTATION

How Does Your Company Show Up On:

- Google
- Facebook
- Instagram
- Yelp

VISIBILITY & REPUTATION

How Does Your Company Show Up On:

- Google
- Facebook
- Instagram
- Yelp
- Other platforms

VISIBILITY & REPUTATION

How Does Your Company Show Up On:

- Google
- Facebook
- Instagram
- Yelp
- Other platforms
- Display Ads

EXAMPLE

Add A Screenshot of Their GMB Page
On This Page

EXAMPLE

Do Some Google Searches For
Their Product or Service.
Add the screenshot to this page.

EXAMPLE

Point Out Where They Stack
Against Their Competition

EXAMPLE

Highlight Their Reviews Or Lack
Of Reviews

EXAMPLE

Do MORE Google Search Iterations For
Their Product or Service.
Add the screenshot(s) to this page.

EXAMPLE

Add A Screenshot of Their Website
Highlight What You Like and What
Could Need Some Work

EXAMPLE

Add A Screenshot of Their Biz FB Page. Highlight Their Reviews or Lack Of, Highlight How Many Followers They Have. Talk About What You Like and/or Don't Like on Their FB Page

EXAMPLE

Do The Same For Instagram or
Any Other Pages They Have
For Their Company That Are
Visible To The Public

EXAMPLE

Display ANY Ads They're
Currently Running

COMPETITION

COMPETITION

How do your top competitors show up on

- Google
- Facebook
- Instagram
- Yelp
- Other platforms
- Display Ads

EXAMPLE

Repeat the same analysis
you did for your prospect to
show them what
their competition is doing!

AUDIENCE OPPORTUNITY

AUDIENCE OPPORTUNITY

- Facebook

AUDIENCE OPPORTUNITY

- Facebook
 - ✓ Audiences

AUDIENCE OPPORTUNITY

- Facebook
 - ✓ Audiences
 - Location
 - Interests
 - Demographics
 - Ages

Audience Name

Name your audience

Potential Audience:

Potential Reach: 610,000 people ⓘ

Custom Audiences ⓘ

Add a previously created Custom Lookalike Audience

EXAMPLE

[Exclude](#) | [Create New](#) ▼

Locations ⓘ

Everyone in this location ▼

United States

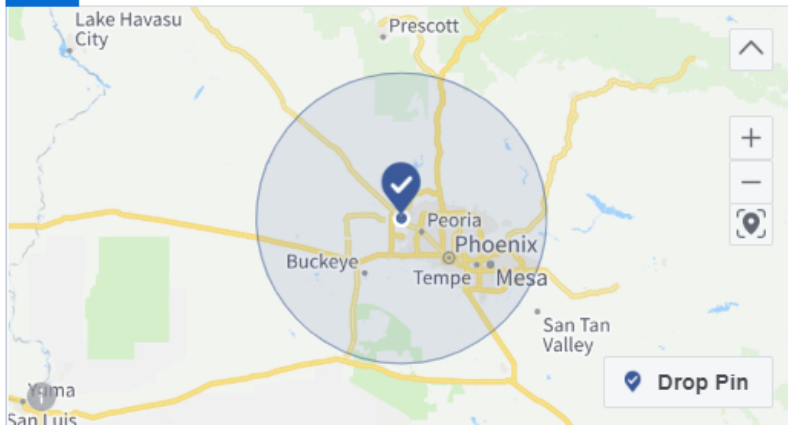
📍 **Surprise, Arizona** + 50mi ▼

📍 **Include** ▼ |

Browse



Your audience location has been changed from United States to Surprise. [Undo Change](#)



Audience Details:

- Location:
 - United States: Surprise (+50 mi) Arizona
- Age:
 - 40 - 65+
- People Who Match:
 - Interests: Solar energy, Renewable energy, Solar power, Sustainable energy, Efficient energy use, Energy conservation, Solar panel, Sustainable living, Home improvement, Solar cell or Home Improvements

PLATFORM OPPORTUNITY

facebook



FINDINGS

FINDINGS

- Competition

FINDINGS

- Competition
- Opportunities

FINDINGS

- Competition
- Opportunities
 - ✓ Platforms

RECOMMENDATIONS

RECOMMENDATIONS

- Marketing Action Plan

Reviews

Website

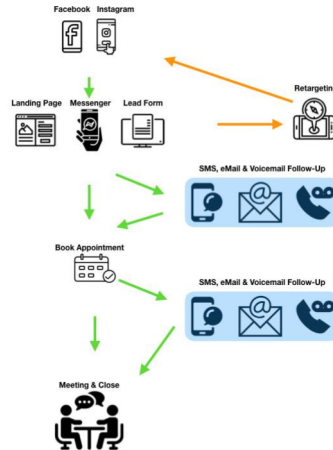
Social Media

Customers Now

Customers Later

RECOMMENDATIONS

- Process Mapping for HOW



RECOMMENDATIONS

- Pricing For Each Service/Product

Reputation Marketing

GMB Page

Website Refresh

Lead Gen Campaign

Visibility Campaign

Social Media Marketing

SEO

PR Marketing

Email Marketing

“Fast Action” Pricing

Bonuses/ Discounts If They Buy Today

Next Steps:

Signed Agreement

Credit Card Payment