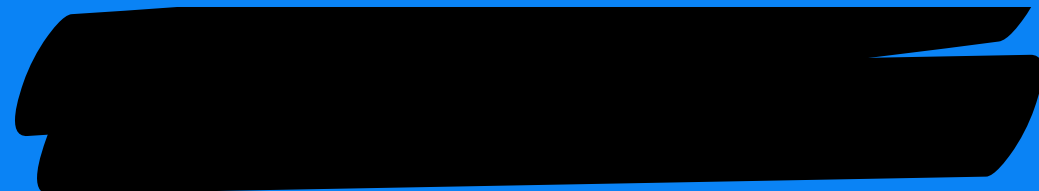




CREATIVISOCIAL

# DIGITAL MARKETING STRATEGY



July 2021

# INDEX

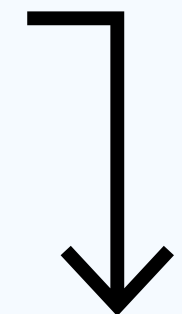
## Strategic Digital Marketing Framework

### 01 EXECUTIVE SUMMARY

1. EXECUTIVE SUMMARY  *Synopsis of your digital marketing plan.*

### 02 BRAND IDENTITY

- 2.1. IDENTITY
- 2.2. MISSION
- 2.3. VISION
- 2.4. VALUES
- 2.5. UNIQUE VALUE PROPOSITION AND POSITIONING STATEMENT
- 2.6. THE FASCINATION ADVANTAGE



*A company's philosophy shapes its identity and its internal and external narratives.*

# INDEX

## Strategic Digital Marketing Framework

### 03 SITUATION ANALYSIS

3.1. INTERNAL ANALYSIS: COMPANY & PERFORMANCE

3.2. EXTERNAL ANALYSIS:

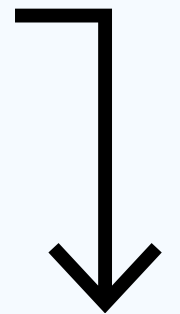
3.2.1. MARKET TRENDS

3.2.2. CUSTOMER ANALYSIS  
& CUSTOMER JOURNEY

3.2.3. COMPETITOR ANALYSIS

3.3. D.A.F.O.

3.4. C.A.M.E.



*Collection and review of information about the company's external environment and internal resources and processes in order to refine its strategy*

### 04 GOALS

4.1. S.M.A.R.T. GOALS

4.2. MEANINGFUL METRICS



*Your goals must be specific, measurable, attainable, relevant, and time-bound.*

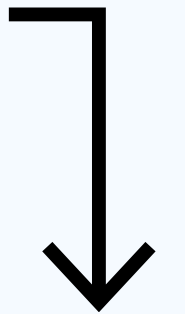
# INDEX

## Strategic Digital Marketing Framework

### 05 DIGITAL MARKETING STRATEGIES

5.1. KEY COMPONENTS

5.2. DIGITAL MARKETING STRATEGIES



*Generation, review and selection of strategies to achieve strategic objectives.*

### 06 TACTICS

6. TACTICS TO IMPLEMENT THE STRATEGIES



*While strategy paints the bigger picture and ensures everything moves in the right direction, tactics are simply the details of strategy.*

# INDEX

## Strategic Digital Marketing Framework

### 07 ACTIONS

- 7.1. TIMELINE
- 7.2. CALENDAR



*Ensures that the tactics are executed to a high standard.*

### 08 CONTROL

- 8.1. CAMPAIGNS AND BUDGET
- 8.2. MEASURING THE KPIs & ROAS



*Control systems let you know whether you are on target to achieve the objectives you set earlier.*



**BE CREATIVE  
BE SOCIAL**