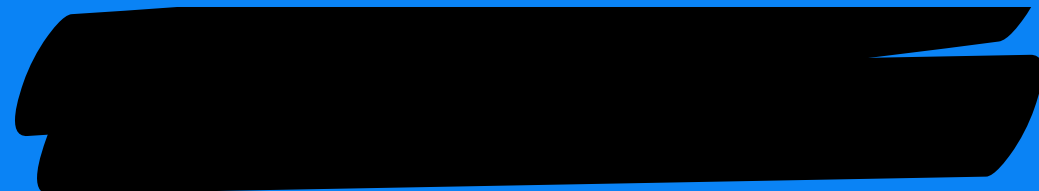




CREATIVISOCIAL

DIGITAL MARKETING STRATEGY



July 2021

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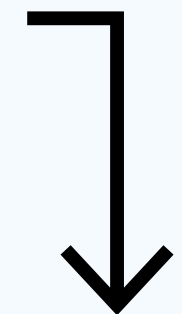
Strategic Digital Marketing Framework

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.

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03 SITUATION ANALYSIS

3.1. INTERNAL ANALYSIS: COMPANY & PERFORMANCE

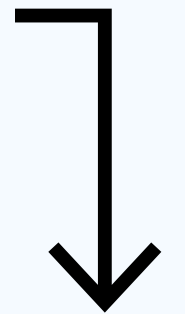
3.2. EXTERNAL ANALYSIS:

3.2.1. CUSTOMER ANALYSIS
& CUSTOMER JOURNEY

3.2.2. 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.

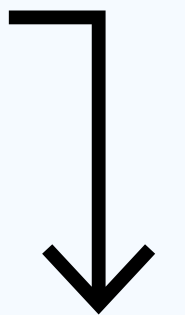
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05 DIGITAL MARKETING STRATEGIES

5.1. KEY COMPONENTS

5.2. DIGITAL MARKETING STRATEGIES



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

06 TACTICS

6.1. 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.

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07 ACTIONS

- 7.1. TIMELINE
- 7.2. CONTENT
- 7.3. 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**