

Digital Marketing Strategy Canvas V 1.1

<p>IST situation</p> <p>Which channels? Is there a website? Define the KPIs. Which resources are available? Which resources are required?</p>	<p>market situation</p> <p>Are there any other competitors from other countries? Or restrictions in other countries and markets?</p>	<p style="text-align: right;">Analysis phase</p> <p>competitors</p> <p>competitors research, which channels do they use (SEO, SEA, Social Media, Newsletter, Direct, Referrals)? Compare their KPIs. Important traffic resources? Top Keywords?</p>
<p>target groups</p> <p>Your target groups from personas view. Define different personas.</p>	<p>Services and products</p> <p>Which services/products do we provide? What is our USP?</p>	<p style="text-align: right;">Definition phase</p> <p>goals</p> <p>Define your goals in digital-marketing. For example: generating more leads, more conversions. Or brand building, brand awareness.</p>
<p>communication</p> <p>How to communicate in the channels and with our personas?</p>	<p>channels</p> <p>Define the right channels for your strategy. Which budget is necessary? How to monitor these channels? Define KPIs for every channel and chose the right resources.</p>	<p>key resources & timeline</p> <p>Build your team to achieve your goals and manage the channels. Like: data analytics specialist for webtracking, performance marketing agency for google ad and affiliate marketing campaigns, and web and ux designer for landing-page and website, copywrite for content and social media.</p>