



Digital Marketing Plan Template

By



Adhang.com

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Introduction

Digital marketing plan template to guide you in planning digital marketing campaigns.

In this Digital marketing plan template Adhang.com (a digital marketing agency) detailed a digital marketing plan for you; the template will help you to plan an effective digital marketing for your company or organization.



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Personas:

i.e. target audiences



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Objectives:

e.g. awareness, educating the target audience, customer acquisition and retention, introduce new product to the market etc.



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Situation analysis:

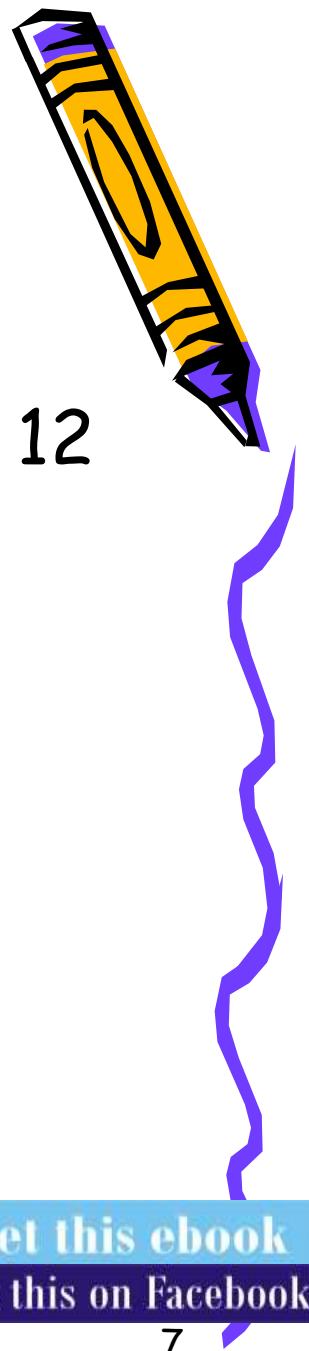
- e.g. customers, competitors, market and competencies.



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Goal:

e.g. get 100 subscribers from September 12
this year to December 12 this year etc



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Budget type:

e.g. dollar budget-\$2000 a month or
percentage budget-10% of monthly profits
etc.



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Strategy:

e.g. using content marketing, search marketing, social media marketing, mobile marketing and display ads.



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Tactics:

e.g. article, internet display ads, videos, pictures/images, online banner, online presentation etc.



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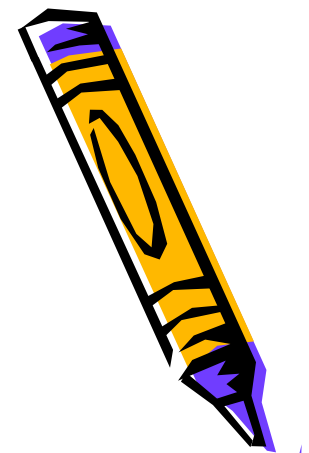
Channels/Platforms:

e.g. youtube, cokoye.com, google, yahoo,
cokoyes.com, facebook, slideshare.net,
linkedin, africatopforum.com etc.



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Scheduling method:



e.g. continuity, flighting or pulsing (in **continuity**, the advertisement runs steadily with little variation over the campaign period. **Flighting** involves intermittent and irregular periods of advertising alternating with shorter periods of no advertising during the campaign while **pulsing** combines the attributes of continuity and flighting by employing low advertising years round and heavy advertising during peak selling period).



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Executor:

e.g in-house, digital marketing agency
or both.



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Action:

e.g. implementation of the plan i.e.
putting the plan to work for you.



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Control:

e.g. measuring, monitoring, modifying, analyzing,
evaluating result using key performance indicators
and optimizing.

Have a pleasant day ahead!



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About us

Adhang.com is a Nigeria's based world class digital marketing agency with expertise in Content marketing, Search engine Marketing, Social Media Marketing, Mobile Marketing and Display Ads.

Adhang.com exceeds client expectations to achieve its digital marketing objectives, using our years of experience in digital marketing scene.

Adhang.com is based in Lagos, Nigeria.

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