

The Digital Strategy *Template*

A guide for creating a digital marketing roadmap for your company.



The difference between achieving
great marketing results and
achieving wonky results is the
standard of your strategy.

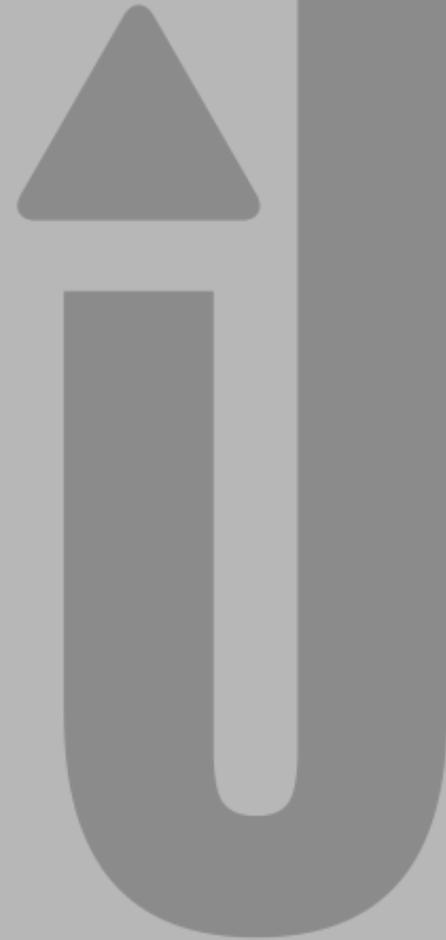
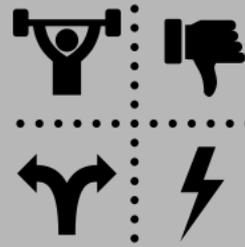
How to use this template

- Everything in this template is editable, which means that you can use whichever parts you like, and delete parts that aren't applicable.
- **The Granger Standard™** ensures that you cover the most important aspects of your strategic documents. Each section has clear and easy instructions for you to follow and populate.
- Remember that this document is for you to share with your team and bring everyone on the same page, so keep your readers in mind as you write.



Situation Analysis

This section is an audit of your current digital marketing systems. We'll benchmark a structure from *Smart Insights* to determine the areas of focus for your digital marketing performance. We'll also explore how you can use the SWOT analyse identify your areas of strength, weakness, opportunity and threat.



SWOT Analysis

This is a great place to start your Situation Analysis. Design your SWOT analysis simply, based on the things you know about your company.

<p>Strengths <i>What are the areas of your marketing force that you do better than others? Common examples include:</i></p> <ul style="list-style-type: none">• <i>Graphic Design</i>• <i>Strategy</i>• <i>Community Management</i>• <i>Brand and community loyalty</i>• <i>Video and photo production</i>• <i>Written content</i>	<p>Weaknesses <i>What are the areas of your marketing force that aren't that strong? Common examples include:</i></p> <ul style="list-style-type: none">• <i>Automation</i>• <i>Scheduling and management</i>• <i>Competition analysis</i>• <i>Advertising optimization</i>• <i>Converting the community to sales</i>• <i>Competition analysis</i>
<p>Opportunities <i>What options might become available to your company in the near future. Common examples include:</i></p> <ul style="list-style-type: none">• <i>Training for you team</i>• <i>New software tools</i>• <i>New team members</i>• <i>Changes in the business environment</i>• <i>New products</i>	<p>Threats <i>What threats might be impending? Common examples include:</i></p> <ul style="list-style-type: none">• <i>Changes in customer habits</i>• <i>Competitor action</i>• <i>Changes in the business environment</i>• <i>Changes in supplier behaviour</i>

Insight on Current Digital Marketing Performance

Strategic Area		Where is your brand currently	Where does your brand want to be?
1. Plan	<i>Creating a strategic Roadmap</i>	<i>How clear are your goals? Do you have quantified, time-based goals? Describe the way you currently use goals.</i>	<i>Define the scope of your strategic roadmap. Do you want to create an always on marketing programme for example? What does that look like specifically?</i>
2. Reach	<i>Building awareness and driving visits</i>	<i>How are you currently utilizing paid media channels?</i>	<i>What would a structured approach to paid, owned and earned media look like?</i>
3. Interaction	<i>Customer Experience online (process and content)</i>	<i>What insight do you have on your target personas. Do you have a content strategy in place?</i>	<i>How will you encourage conversion? Will you be defining a content strategy and a personalized journey?</i>
4. Conversion	<i>App downloads, signups, transactions or usage</i>	<i>How are you currently facilitating online conversion?</i>	<i>How are you equipped to facilitate online conversion?</i>

Insight on Current Digital Marketing Performance

Strategic Area		Where is your brand currently	Where does your brand want to be?
5. Engagement	<i>Customer loyalty and retention</i>	<i>What is your company currently doing to engage customers? Social Media, Email Marketing?</i>	<i>Where can you star? How can you improve your current efforts?</i>
6. Brand	<i>Building an emotional connection</i>	<i>Do you have a strategic brand identity? Have you articulated your brand values? What about your company creates an emotional connection with your target?</i>	<i>How will you define your Online Value Proposition (OVP)?</i>
7. Governance	<i>Analytics and reporting cycle for improvement</i>	<i>Is there a reporting dashboard in place? How do you measure performance? How frequently</i>	<i>Will you implement: -Periodic dashboard reviews? -Social media governance structure?- Digital skills certifications?</i>

Objectives

Set your objectives in line with the movement of the conversion funnel. Of course these objectives must be quantified and set within a timeframe.

Determine what specific objectives are relevant for each stage as shown on the right. These vary from industry to industry, but the main idea here is to set objectives for each spate of the consumer experience.



Digital Marketing Vision

Now that you've identified your goals, prepare a statement that speaks to the overall trajectory of the digital marketing thrust as it relates to the achievement of those goals.

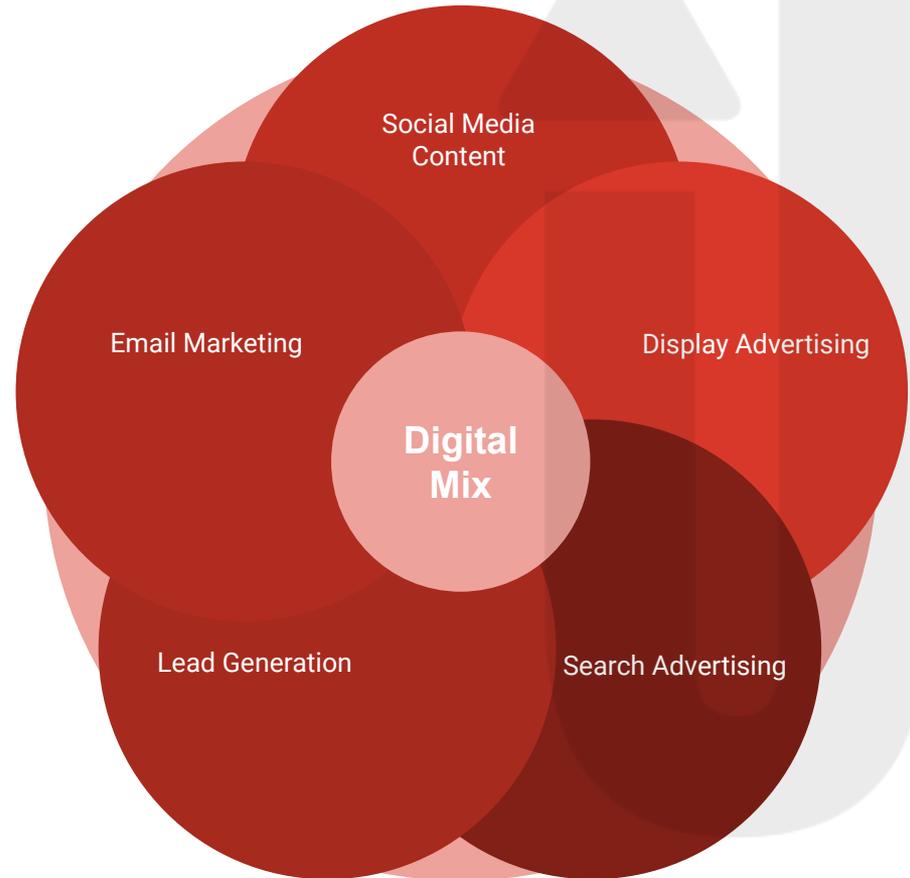
Speak to the multiple channels you intend to engage and the way they serve to move your organisation from its current state to its future state.



Photo by [Autumn Mott Rodeheaver](#) on [Unsplash](#)

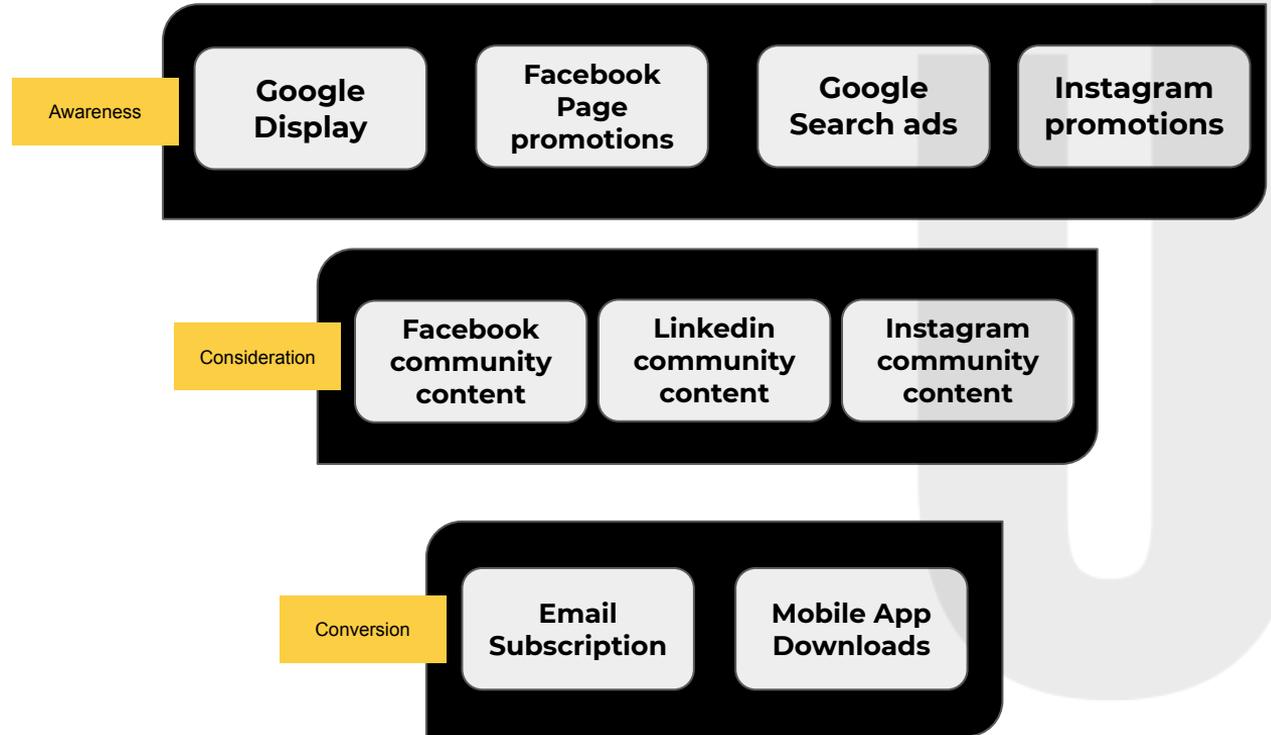
Digital Marketing Mix

Your digital marketing programme may be simple or it may be multi pronged, meeting consumers at multiple places online, to bring about awareness, consideration and conversion. Will you employ the use of boosted and organic social media content, tailored specifically to meet the needs of the individual consumer personas? Will you also employ Google Display advertising, to ensure an always-on presence for consumer across the google network? Will you use Search advertising and ensure that keywords and key phrases that are meaningful to the target groups? What sort of Lead generation campaigns across social sites will you do? Do you have an email marketing database? How will you use it?



Multi Channel Experience

At this point you should be able to lend some insight into the experience you want to provide for your consumers at each level, given the objectives you've identified earlier.



Target Personas

List your target personas. Who are the specific types of people you're going to speak to in your content? In this section, you should get intimate with your target; dig deeply into who they are so that you can really bring meaningful value to them.



Target Persona 1

Need

Describe the emotional and psychological needs of each persona, as they relate to your brand.

Positive Trends

List the things in their environment that affect them positively.

Negative Trends

List the things in their environment that affect them negatively.

Pains

List the things that frustrate them that your brand can help them with.

Gains

List the things that can bring value to their lives, or help them achieve their goals.

Fears

List their fears as it relates to your product and service

Opportunities

List some things that are looming their lives that can potentially bring about positive outcomes.

Hopes

Describe their aspirations. List some of the things they would like to achieve.



Target Persona 2

Need

Describe the emotional and psychological needs of each persona, as they relate to your brand.

Positive Trends

List the things in their environment that affect them positively.

Negative Trends

List the things in their environment that affect them negatively.

Pains

List the things that frustrate them that your brand can help them with.

Gains

List the things that can bring value to their lives, or help them achieve their goals.

Fears

List their fears as it relates to your product and service

Opportunities

List some things that are looming their lives that can potentially bring about positive outcomes.

Hopes

Describe their aspirations. List some of the things they would like to achieve.



Target Persona 3

Need

Describe the emotional and psychological needs of each persona, as they relate to your brand.

Positive Trends

List the things in their environment that affect them positively.

Negative Trends

List the things in their environment that affect them negatively.

Pains

List the things that frustrate them that your brand can help them with.

Gains

List the things that can bring value to their lives, or help them achieve their goals.

Fears

List their fears as it relates to your product and service

Opportunities

List some things that are looming their lives that can potentially bring about positive outcomes.

Hopes

Describe their aspirations. List some of the things they would like to achieve.



Target Persona: The Media

Need

The media needs to appreciate the value of *YOUR COMPANY* to our society. They also need to understand what it is and the details of how things have changed because of it.

Positive Trends

List the things in their environment that affect them positively.

Negative Trends

List the things in their environment that affect them negatively.

Pains

List the things that frustrate them about working with or writing about brands

Gains

List the things that can bring value to their ability to write a story about your brand. What do they want to write about, and how do they want to get the information?

Fears

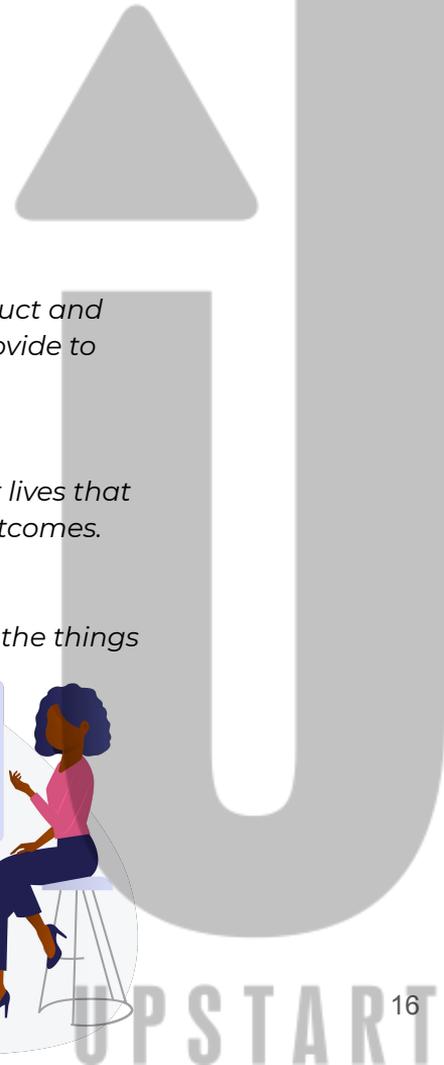
List their fears as it relates to your product and service, or even the information you provide to them.

Opportunities

List some things that are looming their lives that can potentially bring about positive outcomes.

Hopes

Describe their aspirations. List some of the things they would like to achieve.



Key Brand Messages

Our Brand is on a mission to...

List the 1st thing you want to say about your brand that will meet the needs of your personas, in the context of your own value system.

Our brand believes in...

List the 2nd thing you want to say about your brand that will meet the needs of your personas, in the context of your own value system.

Our brand stands for...

List the 3rd thing you want to say about your brand that will meet the needs of your personas, in the context of your own value system.

Content Themes

Content themes are the various discussions your brand will be having on social media. These themes are the main topic areas that will bring value to your personas. It's important to anchor your posts to your content themes so that your content stays relevant to the needs of your personas. Create content themes by analysing your personas and defining commonalities across the separate ones.

Theme 1



Describe this theme and how it relates to the different personas.

Theme 2



Describe this theme and how it relates to the different personas.

Theme 3



Describe this theme and how it relates to the different personas.



Process Flow for Content Delivery and Reporting



Here, you can define who will be doing the content calendars, and in what cycle: Monthly, weekly, quarterly?

What defines a final content calendar? Who approves it and by when?

Content is scheduled and posted to the respective social pages, and, as far as possible all messages and comments are responded to. Who is responsible for this? Will it be handled on a roster? What is the standard of response time that you will commit to?

At the end of each 1-3 month period, a report should be generated that speaks to the performance of each content theme, the overall growth of the community, and the engagement rate of posts. Who does this, and who is involved?

Display Advertising

Awareness

Common sizes for google display ads can be found here:

<https://support.google.com/google-ads/answer/7031480?hl=en>

Metric: Clicks

Consideration

When the user clicks on your display ad, where is it taking them?
What is the value proposition of your landing page?
What is the offer fulfillment?

Metric: CTR

Conversion

What action are they expected to take on the landing page? Purchase? Sign up?

Metric: Conversions/
Actions

Search Advertising

Search advertising becomes truly successful when we're able to show empathy for the consumers and anticipate their search intent. You are therefore guided by your personas.

Think of your consumer's search intent when identifying potential terms in the table on the right.

Terms	Suggested Keywords
Brand Terms	<i>What search terms would consumers use if they are familiar with your brand, and are searching for you?</i>
Product Terms	<i>What search terms would consumers use if they're not specifically searching for you, but for a product you offer?</i>
Competitor Terms	<i>What search terms would consumers use if they're looking for your competitor?</i>
Substitute Product Terms	<i>What search terms would consumers use if they're looking for a product that can be substituted by yours?</i>
Complementary Product Terms	<i>What search terms would consumers use when looking for a product that can be used alongside yours?</i>
Audience Terms	<i>What search terms would customers use when they're not necessarily looking for a product or a brand, but trying to alleviate their pains or achieve gains for themselves?</i>

References

[Smart Insights](#)

[Philip Kotler](#)

[The Persona Canvas](#)

[The Value Proposition Canvas](#)

[Illustrations by Black Illustrations](#)

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Thank You



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