

Ten Minute Digital Marketing Strategy

Goals

E.g. Increase sales by 20%

Goal 1	
Goal 2	
Goal 3	

Target Audience

E.g. 30-40 year old hospitality business owners in Melbourne CBD that sell coffee

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Channels

Website

Design style should focus on (e.g. corporate and professional, fun and exciting, sophisticated and luxurious)

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Content

Blog topics	
Publishing frequency	

Social

Tick appropriate channels

	Facebook (25+ year olds)		LinkedIn 30+ year olds, career minded)
	Twitter (25+ year olds)		Pinterest (Female shoppers)
	Instagram (18-25 year olds)		Snapchat (15-25 year olds)
Posting frequency			

Email

Email collection by offering	
Newsletter frequency	

Conclusion

	All steps filled out are to move towards my goals
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