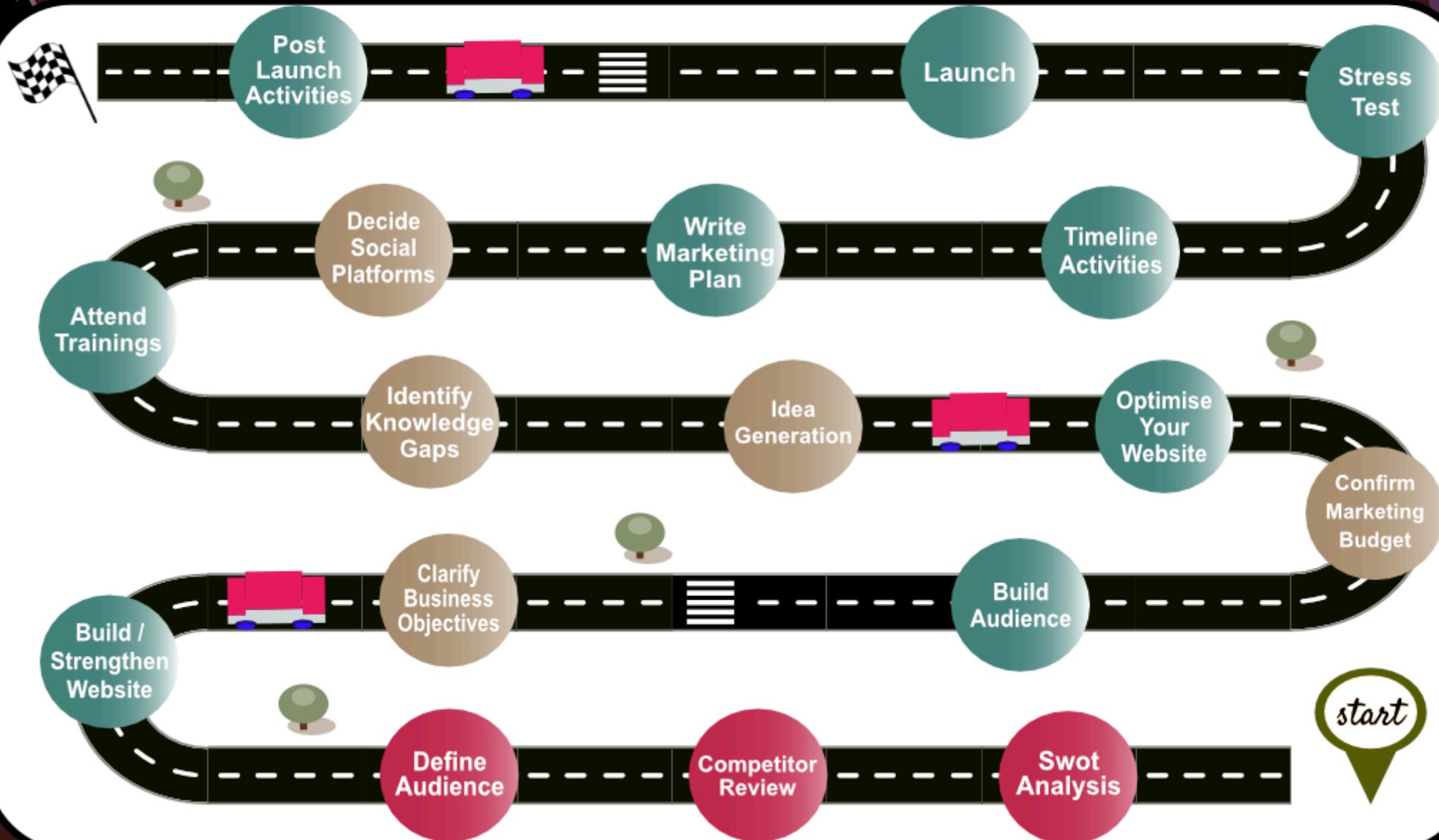


# Digital Marketing Roadmap

the road to a successful product marketing campaign



# Digital Marketing Roadmap

Follow the Digital Roadmap to help you navigate the road to a successful marketing campaign. Whether you're at the planning, marketing or monetising stage of your business, these steps will guide you through the steps to a successful online campaign.



## RESEARCH

### SWOT Analysis

- ❑ Identify your Strengths, Weaknesses, Opportunities and Threats
- ❑ Assess your own strengths, opportunities, weakness & threats as a business owner
- ❑ Only review you and your business and not your competitors

## Competitor Review

- Identify your main competitors
- Review which marketing activities are working for them and what's not
- Which social media platforms are they present on?
- Which platforms do they have their biggest engagement?
- What activities get them most engagement?
- What are their key marketing messages?
- Who are their audience?
- Review their website - the good, the bad and the ugly
- What promotions are they running?

## Define Your Audience

- Who are you targeting - include demographics, location
- What income bracket do they fall in?
- Do they have a family, married, divorced?
- What are their main interests?
- What are their pain points?
- What frustrates them?
- What could your product give them? How could it solve a problem?



# PLANNING

## Define / Clarify Business Objectives

- Define your financial targets
- Define your profit objectives
- Which market position do you want your product to have in year 1, 2 & 3

## Confirm Marketing Budget

- Decide how much you can afford weekly / monthly / annually
- Decide and confirm how much you need to spend to reach your audience.

## Idea Generation

- Start generating ways that you can get your brand noticed based on your research findings
- Start with social media marketing - consider, joint ventures, competitions,
- Consider email marketing activities
- Consider local activities
- Consider online store / web activities



# PLANNING

## Identify Knowledge Gaps

- Identify gaps in your knowledge or skills
- Do you need to attend trainings, if so which?
- Start planning your training now
- Do you need to outsource activities?
- Identify any other learning tools & resources

## Decide Social Media Platforms

- Decide which platform(s) you are going to spend your activity / budget on
- Optimise your social media profiles
- Start building your audience
- Choose your social media scheduling tools



# IMPLEMENTATION

## Build / Strengthen Your Website

- Check that your website is stable for the volume of traffic you're planning
- Hire a developer if needed
- Consider switching to Wordpress / Woocommerce
- Plan the transition to Wordpress (if applicable) sooner rather than later

## Build Audience

- Start driving traffic to your website
- Start building your email list
- Regularly mail your list with updates of your product launch

## Optimise Your Website

- Optimise your site for SEO
- Include product pages and "about you" page



# IMPLEMENTATION

## Attend Trainings

- ❑ Attend any training courses & workshops (online / offline) to fill in your knowledge gaps
- ❑ Consider hiring in support or sending colleagues, relatives, friends on trainings if you don't have the time
- ❑ Identify other learning opportunities

## Write Marketing Plan

- ❑ Decide marketing objectives and KPIs
- ❑ Decide on your launch date / plan
- ❑ Decide your acquisition strategy
- ❑ Review how your audience building is performing and boost if needed
- ❑ Decide launch promotions and prices
- ❑ Decide communications strategy include branding and tone of voice
- ❑ Create any promotional videos / blog content
- ❑ Book interviews / PR
- ❑ Create a plan for nurturing new customers / repeat purchase / up-trading etc



# IMPLEMENTATION

## Timeline Activities

- Write a timeline of all the activities you need to perform
- Include deadlines
- Include clear lines of accountability
- Review & update daily / weekly

## Stress Test

- Check your plan delivers against your business objectives
- Test your sales processes on your website through the entire payment processing system
- Check all your product pages
- Run through your complaints procedure



# IMPLEMENTATION

## Launch

- Implement your plan according to your timeline and lines of responsibility etc
- Review your plan against your KPIs and objectives as you go and tweak
- Start building a buzz around your launch, sneak peaks, behind the scenes, FB ads, Instagram post, recipes etc
- Start attending guest interviews / PR events
- Check plan v your product launch date
- Consider hiring in support

## Post Launch

- Assess your marketing launch - what went well, where did you get the biggest share of voice, what was the impact on sales / profit?
- Maintain the marketing momentum - develop sales strategy (up-sells / cross sells etc)
- Communicate regularly with customers - stay front of mind with email marketing (it's free)
- Get customer feedback on your marketing activities - where did they see you, hear of you etc?
- Get feedback from customers who didn't buy (if possible)
- Review plan for ongoing customer acquisition / retention etc
- Put an abandoned cart system in place to capture lost sales

