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STEPS TO CREATE

DIGITAL MARKETING STRATEGY



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SETTING UP GOALS & OBJECTIVES

Create your objectives and goals for 2017. Create S.M.A.R.T. goals.

IDENTIFY YOUR CUSTOMERS

Find your most ideal customer and it starts with identifying potential ones.

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KNOW YOUR COMPETITORS

Knowing your competitors to have an upper hand in the digital space.

TEAM

Train and assign your teams to job roles that they have experience in.

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SEARCH ENGINE MARKETING (SEM)

Having a deep understanding of how search engine optimization work is vital for your success

CONTENT MARKETING

User content to reach to a wider range of audience as well as resonating with them.

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SOCIAL MEDIA MARKETING

Leverage the true power of social media marketing to beat your competitors in digital world

EMAIL MARKETING

Start an email list and build a loyal following. Emails can be for penetration

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MOBILE MARKETING

Take steps to optimize your marketing with/through mobile marketing.

AFFILIATE MARKETING

Affiliate marketing can build your brand and increase visibility if done right.

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