

[WEBSITE NAME]



[BUSINESS NAME]
DIGITAL MARKETING ANALYSIS
30.12.2016

Analysis period: from -- to --
Upcoming plan period: from -- to --

Distribution:

Role	Name	Title	Email
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Receiver	John Doe	Head of Marketing	

STATEMENT OF ORIGINALITY AND CONFIDENTIALITY

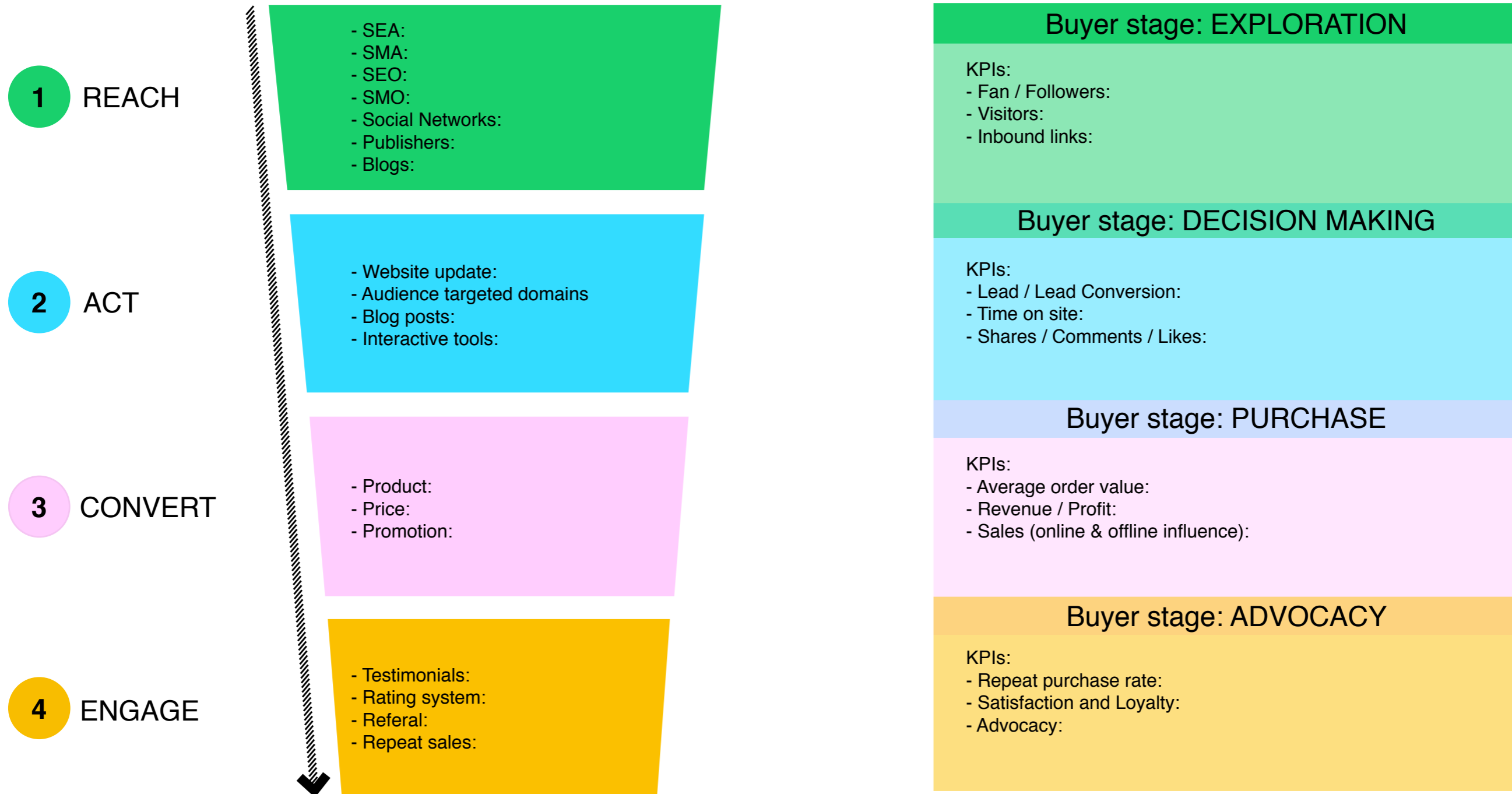
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DIGITAL MARKETING STRATEGY

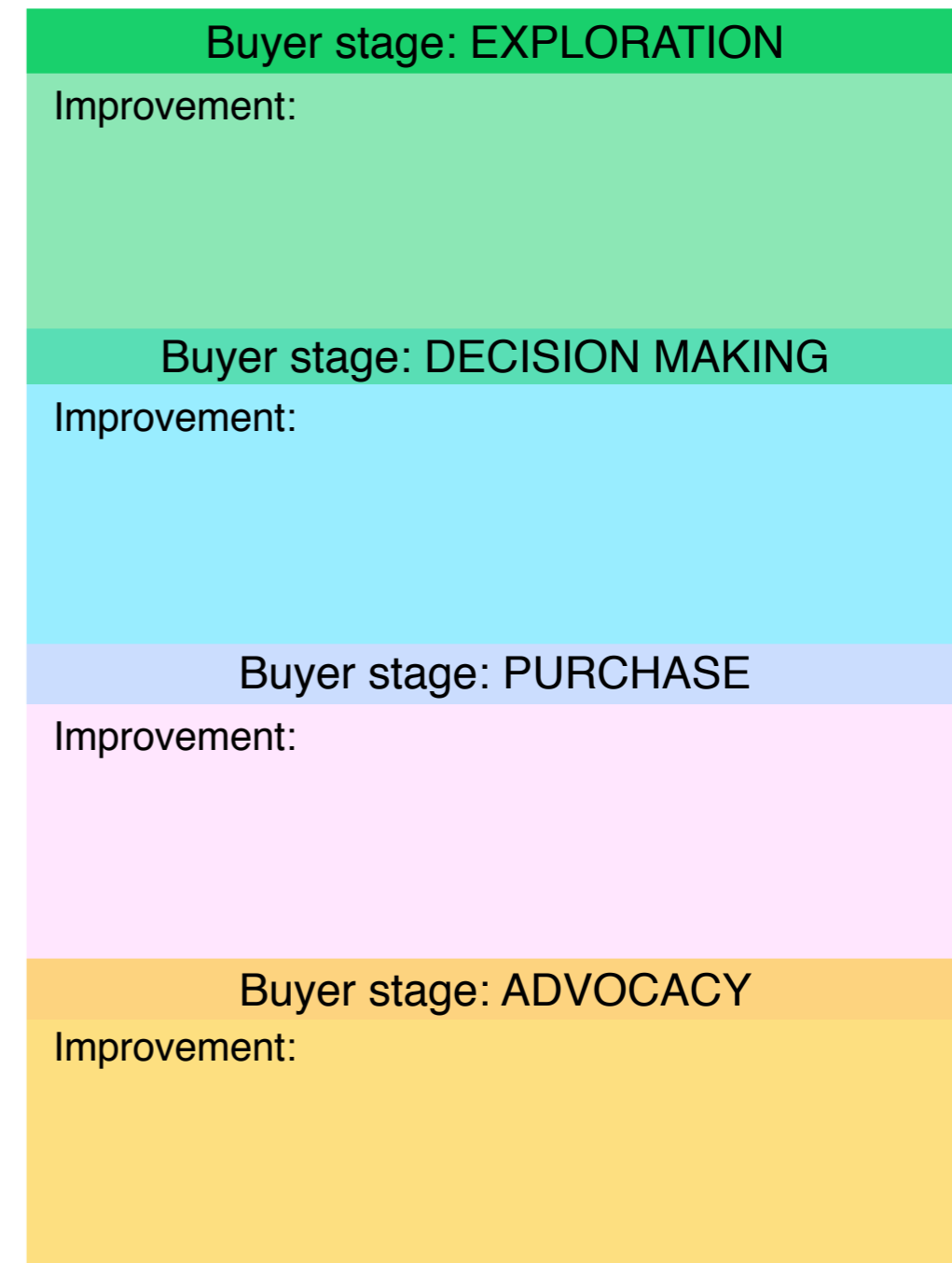
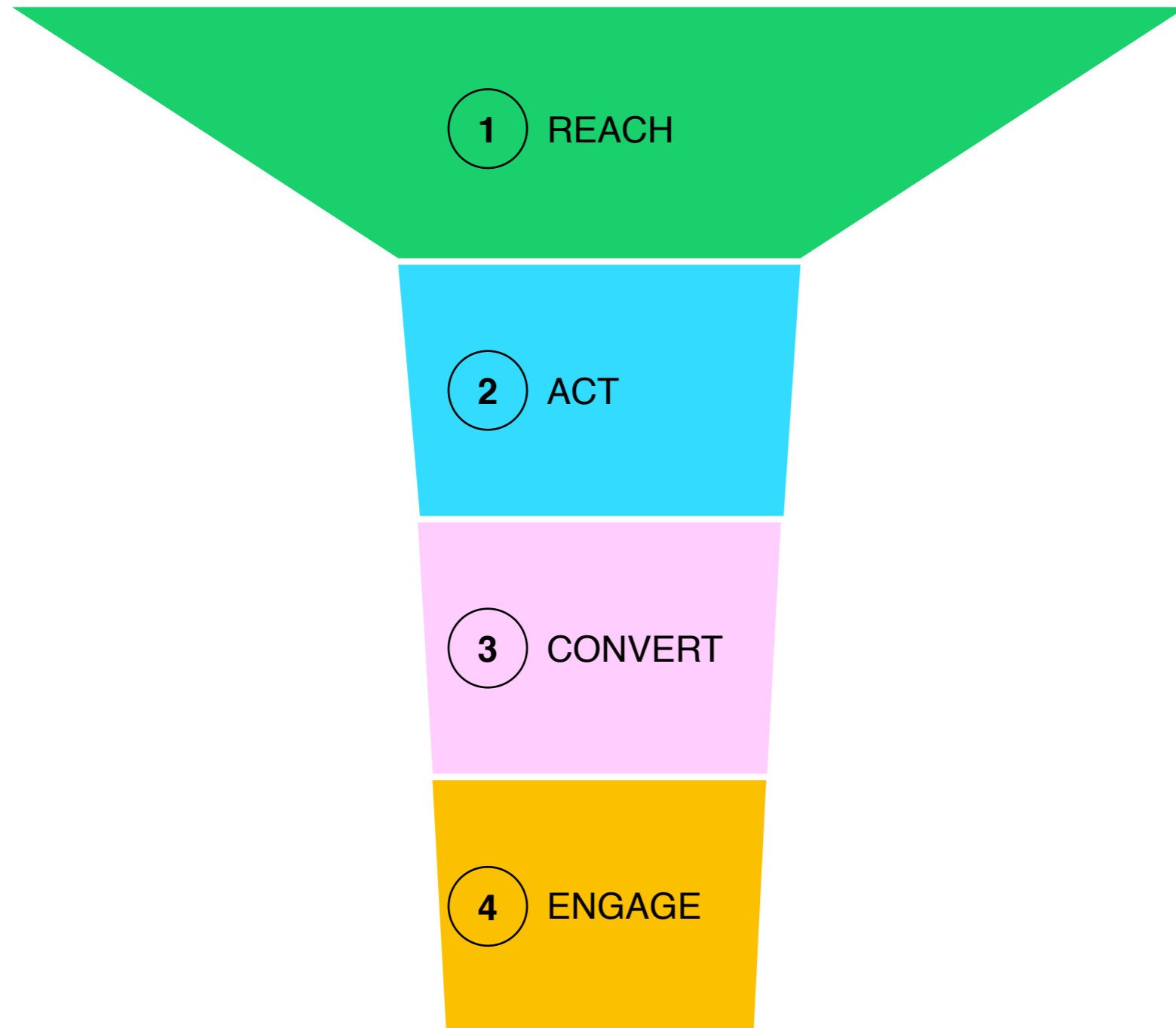


GOAL			
AUDIENCE			
CHANNEL			
PAID			
EARNED			
OWNED			

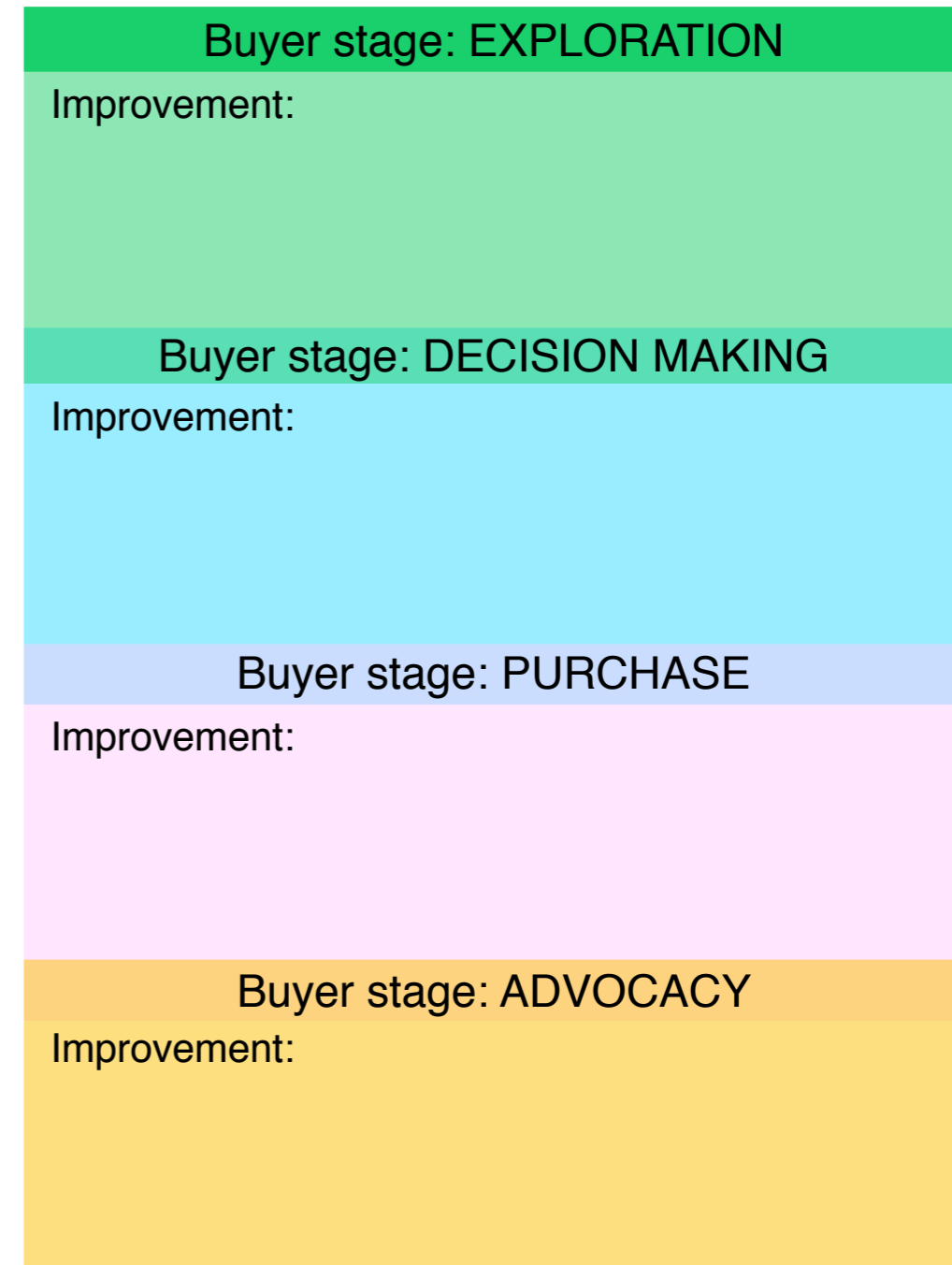
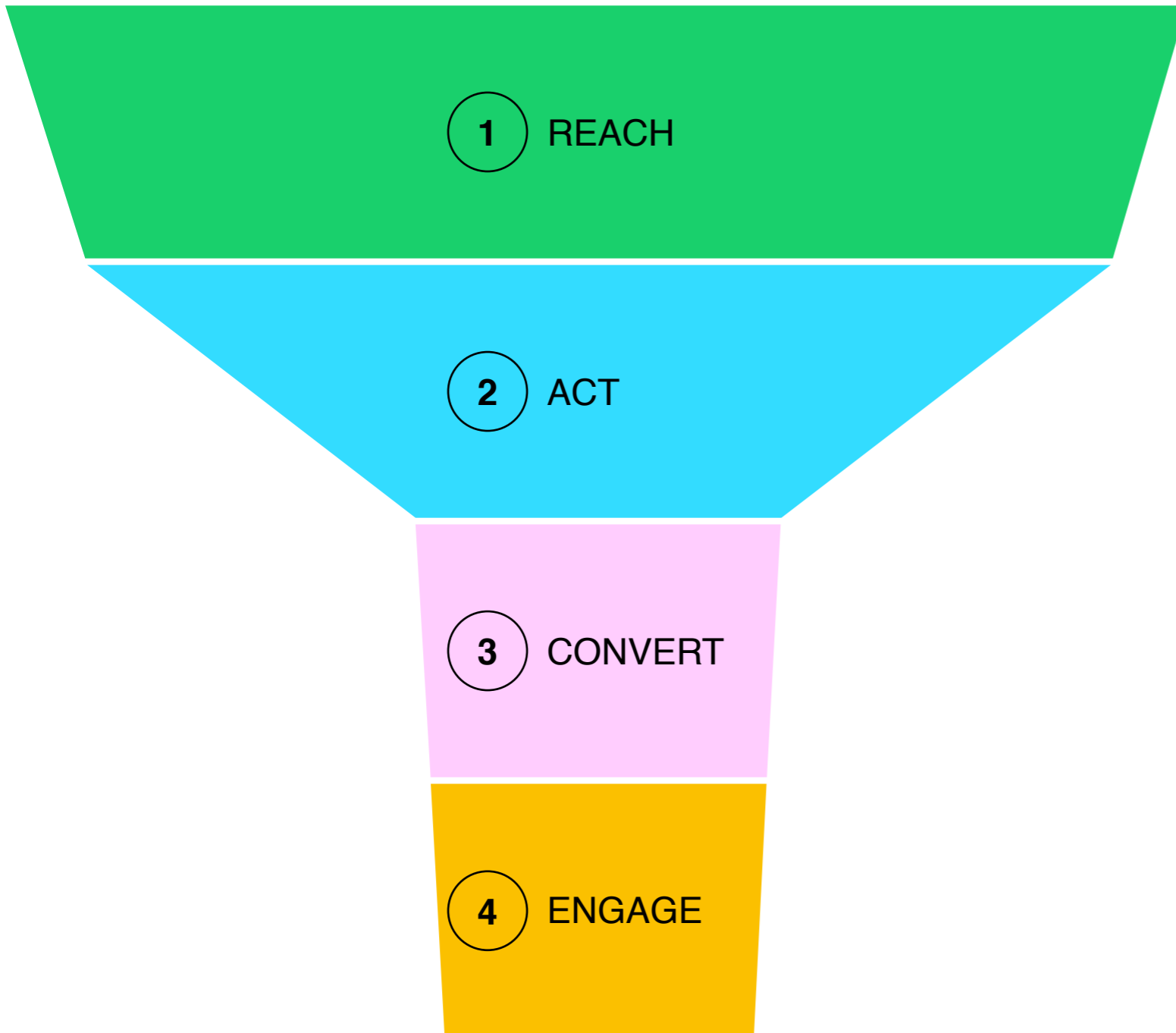
R.A.C.E. ANALYSIS



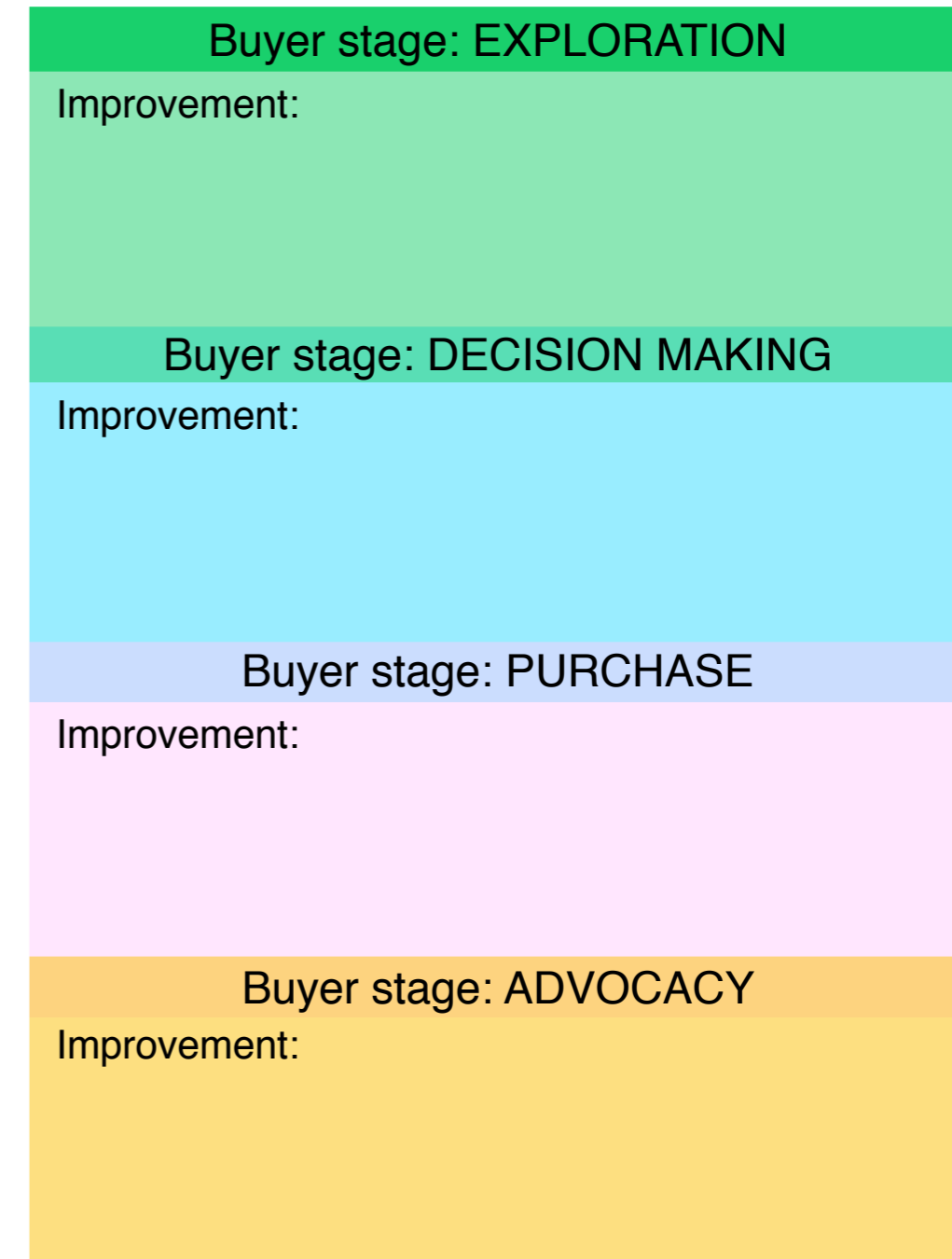
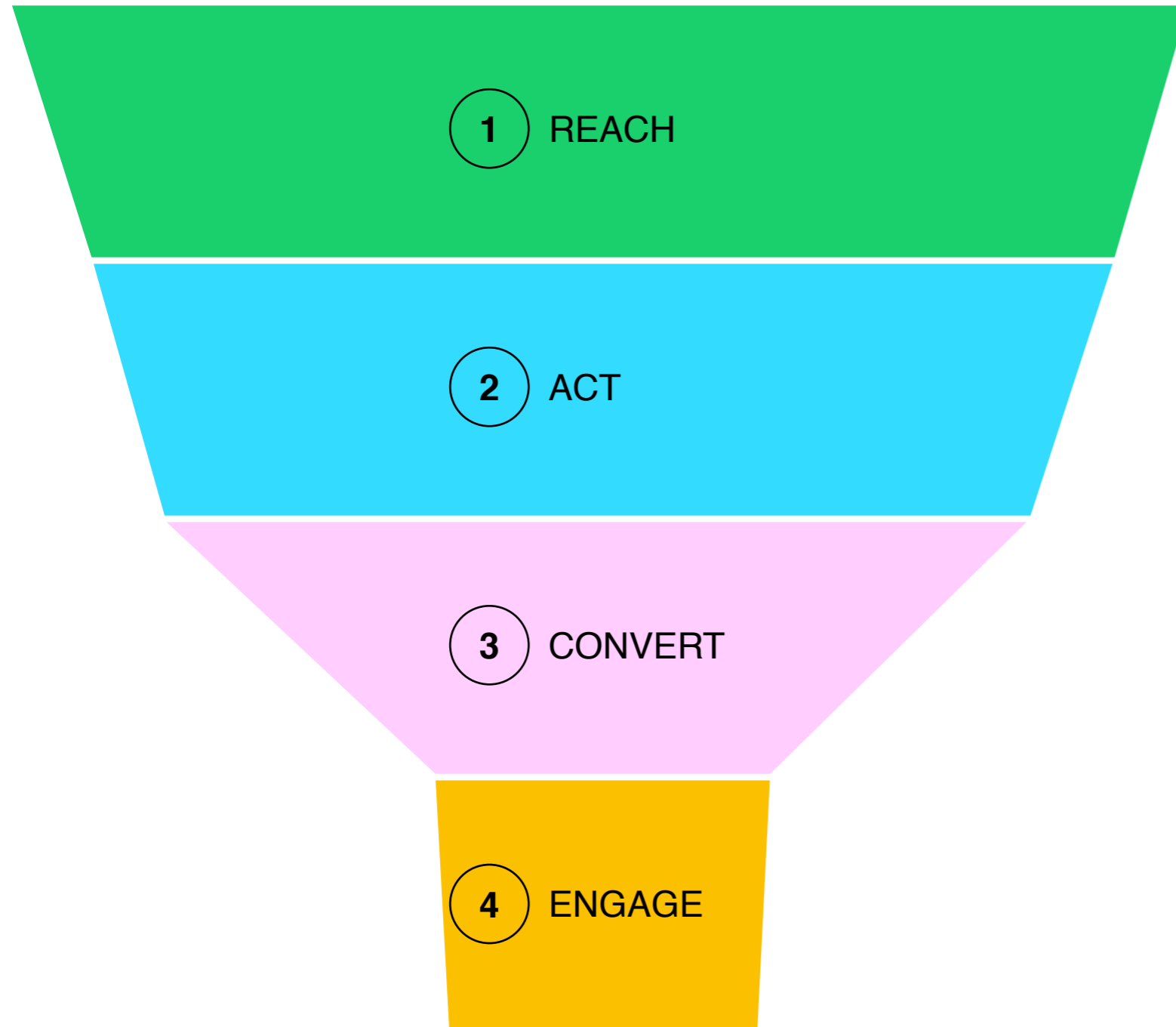
FUNNEL TYPE: «THE MARTINI GLASS»



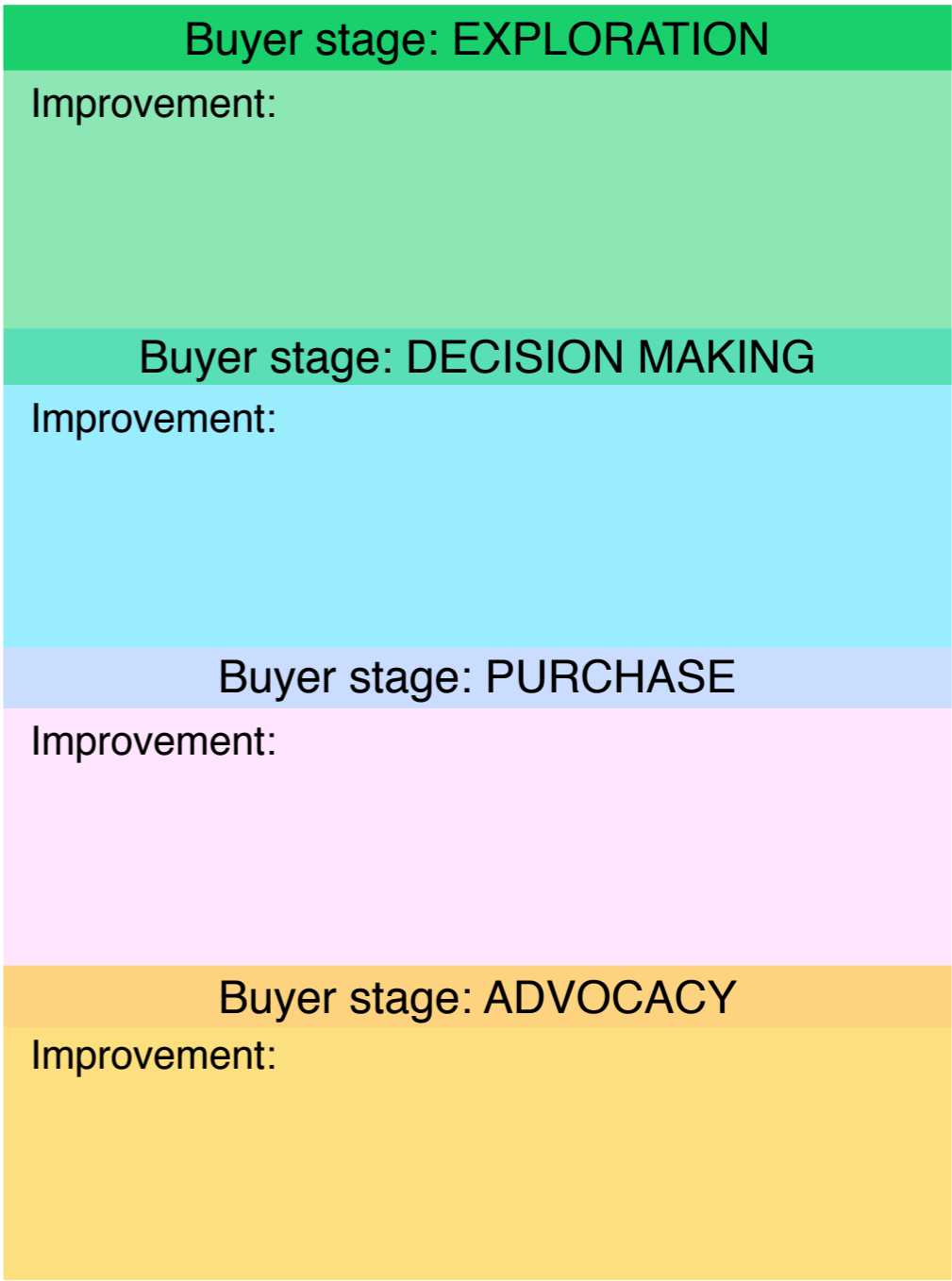
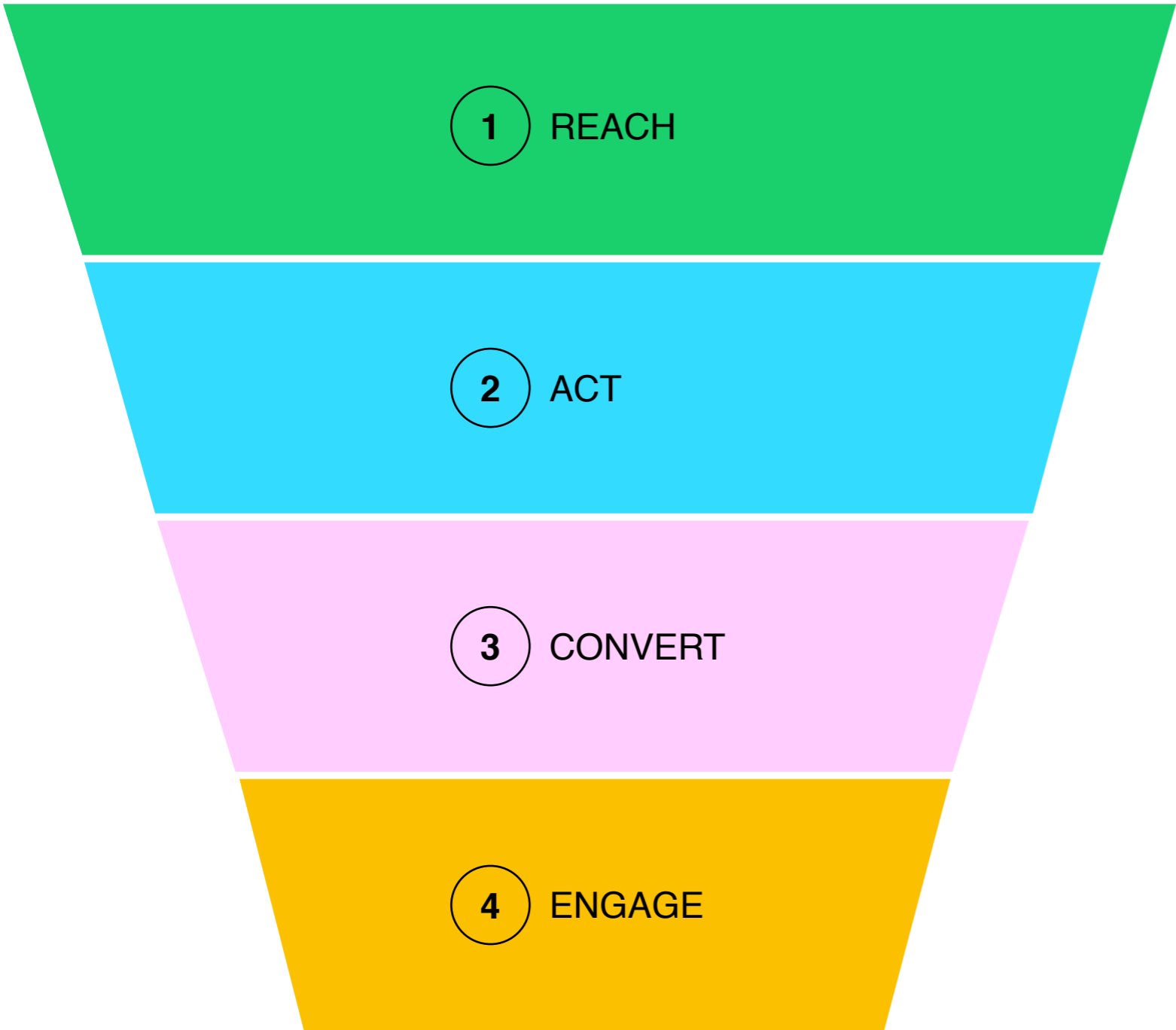
FUNNEL TYPE: «THE MARGARITA GLASS»



FUNNEL TYPE: «THE WINE GLASS»



FUNNEL TYPE: «THE SHOT GLASS»



DIGITAL MARKETING PLAN REFINEMENT



Buyer stage: EXPLORATION

Opportunity:	Strategy:	Actions:
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Buyer stage: DECISION MAKING

Opportunity:	Strategy:	Actions:
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Buyer stage: PURCHASE

Opportunity:	Strategy:	Actions:
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Buyer stage: ADVOCACY

Opportunity:	Strategy:	Actions:
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DIGITAL MARKETING STRATEGY SCHEDULE



	Actions	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9
Reach		█						█		
			█						█	
				█						█
Act		█			█			█		
			█			█			█	
				█			█			█
Convert		█						█		
			█						█	
				█						█
Engage					█					
						█				
							█			

NOTES



DIGITAL MARKETING STRATEGY - page 2

Fill in with your current Digital Marketing Strategy, for example:

- Goal => Sell Nutritional supplement
- Audience => 18-35 Female Interested in Fitness
- Channel => Facebook
- Paid => Ads for supplement
- Earned => Create a viral campaign
- Owned => Post 3x a week on supplement

R.A.C.E. ANALYSIS - page 3

Fill in the funnel (on the left) with your metrics and digital tools for the period. Fill in the table (on the right) with your KPIs for the period.

FUNNEL TYPE - page 4-7

Once you complete your R.A.C.E. datas, you may have define your funnel type. Fill in the right table with ways of improvement for each stage, for example: At Purchase stage => Investment in remarketing to ensure contextual relevance drives conversion.

DIGITAL MARKETING PLAN REFINEMENT - page 8

Fill in each stage with Opportunity, Strategy and Actions for example at Purchase stage:

- Opportunity => Review analytics and customer feedback
- Strategy => Define how key online communications (search, email, social, mobile) drive sales
- Actions => Implement lead retargeting programme using site personalization, display retargeting and behavioural email programme

DIGITAL MARKETING STRATEGY SCHEDULE - page 9

Report your actions from your Digital Marketing Plan refinement on the second column and plan it.