**Formatted Example:**

**Introduction**

The digital marketing plan for [RogueFitness.com](roguefitness.com) aims to maximize ROAS and prioritize channels and marketing efforts that bring in the highest revenue. To increase ROAS from 8.8 to 10:

* The budget allocated to loyalty building remains the same at 29%.
* The budget for demand generation is reduced to 3%, down from 9%.
* The budget allocated to demand harvesting is increased to 68%, from 62%.
* Monthly budget and revenue per funnel stage

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Funnel Stage** | **Budget** | **Revenue** | **Budget %** | **ROAS** |
| Demand generation |  |  |  |  |
| Demand harvesting |  |  |  |  |
| Loyalty building |  |  |  |  |
| TOTAL |  |  |  |  |

**SEO**

The cost of hiring a new SEO specialist is the biggest expenditure in scaling SEO. Based on the exceptional ROAS (22.6) we see in demand harvesting content, we will hire a second SEO specialist with 10.000 USD1.

**Budget Allocation**

**Demand Generation**

ROAS is positive yet on the lower end at 200%. It wouldn't make sense to hire a new SEO specialist specifically for this or further divide our existing specialist's time and energy for it. So even though we are getting a second specialist, the time and effort going into demand generation will remain the same.

**Demand Harvesting**

ROAS is the highest among demand harvesting efforts at 2260%. We can hire a second SEO specialist with 10000 USD who will focus solely on Demand Harvesting and produce and optimize more content, increase rankings and the number of keywords we are focusing on.

**Keyword Analysis**

To identify SEO opportunities, we use Search Console. Currently, Rogue Fitness shows up on the second page of the SERP for 14 keywords.

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**Unformatted Example:**

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|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Funnel Stage | Budget | Revenue | Budget % | ROAS |
| Demand generation |  |  |  |  |
| Demand harvesting |  |  |  |  |
| Loyalty building |  |  |  |  |
| TOTAL |  |  |  |  |

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