

## **What is a digital marketing strategy?**

A digital marketing strategy is a plan of action for achieving your digital marketing goals. Your strategy explains how you will accomplish your goals, such as improving your conversion rate by five percent or increasing your lead generation rates by eight percent.

## **Why have a Digital Marketing Strategy?**

Establishing a digital marketing strategy is critical. If you partner with an experienced full-service digital marketing agency, like WebFX, you can trust that one of our initial to-dos is building a smart and competitive strategy for your company.

Without Internet marketing strategies, your business doesn't have a map for achieving its goals. You know what you want to accomplish, but you don't know how. That often leads to the launch of a digital marketing campaign that fails to drive any results.

If you want to invest in digital marketing, you need to invest in a digital marketing plan.

# How to create a digital marketing strategy

Follow these eight steps:

1. **Define your brand:** Outline or use your brand guidelines to define your brand and how it'll come through in your online campaigns. Think about your **unique selling points (USPs)**, brand voice, and **value proposition**.
2. **Build your buyer personas:** Determine who your business wants to reach with **custom buyer personas**. Think about user demographics, as well as the motivations that drive people to choose your company, products, and services.
3. **Create your S.M.A.R.T. goals:** Use specific, measurable, achievable, realistic, and timely goals (also known as S.M.A.R.T. goals) to guide your strategy. Think about your organization's short- and long-term goals for growth.
4. **Choose your digital marketing strategies:** Pick the best strategies for your business. Focus on the techniques that offer the most value for your business and industry, versus trendy strategies.
5. **Set your digital marketing budget:** Research **digital marketing pricing** to build a realistic budget for your business. For reference, most businesses spend \$2500 to \$12,000 per month on online marketing.
6. **Brainstorm your strategy:** Guide your strategy to success by planning your strategy. If you're advertising, **determine your ad spend**. If you're publishing content, build your **content calendar**.
7. **Launch your campaigns:** Following your planning, launch your campaigns across channels. Ensure all your channels feature the appropriate tracking information. Your website, for example, should feature your **Google Analytics tracking code**.
8. **Track your results:** Monitor and measure the performance of your strategies by tracking their performance. Use tools like **Google Analytics**, **Google Search Console**, and **Google Ads** to keep a pulse on your strategies and their return on investment (ROI).