**Digital Marketing Strategy**

**Your Name:**

**Business Name:**

What marketing materials or content do you want to design?

1.rebuild the current website of online shop

2. keep update Instagram by posting story

3. LinkedIn / Facebook page

Who do you want to target with your offerings?

Ladies

Children

Lover of Japan culture

What results are you seeking? E.G. Targets, sales, orders, bookings, employment

1.Sales: 200 pounds per week

2.Employ one shop assistant

3.Open a more shop in another city

Which Social Media Platforms do you plan to use?

Website, Instagram

What digital marketing activities do you plan to do?

|  |  |  |
| --- | --- | --- |
| **Marketing Activity** | **How frequently** | **Who does this?** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

**Weekly Content Marketing Calendar**

|  |  |  |  |
| --- | --- | --- | --- |
| **Day** | **Theme** | **Marketing Activity** | **Results** |
| Monday | **Say thank you** | **viewing and responding feedback on social media** | **Promote branding**  **Keep public relationship** |
| Tuesday | **Japanese culture** | **Produce post on Instagram which is sponsored** | **Increase sales and reach more target audience**  **Promote branding** |
| Wednesday | **See you on Wednesday** | **Live selling on Instagram/Facebook** | **Interact with target audience**  **Increase sales** |
| Thursday | **News** | **Updating new/old products on website** | **Keep the brand fresh** |
| Friday | **Relax** | **Playing Q&A game with prizes on Instagram** | **Increase number of target audience**  **Increase interaction** |
| Saturday | **Promotion** | **post story on Instagram about special product with discount** | **Get attraction of target audience** |

**Annual Marketing Plan**

|  |  |  |  |
| --- | --- | --- | --- |
| **Month** | **Themes** | **Marketing Activities** | **Progress** |
| **February** |  |  |  |
| **March** |  |  |  |
| **April** |  |  |  |
| **May** |  |  |  |
| **June** |  |  |  |
| **July** |  |  |  |
| **August** |  |  |  |
| **September** |  |  |  |
| **October** |  |  |  |
| **November** |  |  |  |
| **December** |  |  |  |
| **January** |  |  |  |

**Notes:**