**Digital Marketing Strategy**

**Your Name: Business Name:**

Who do you want to target with your offerings?

Small / local businesses. Self-employed individuals who want to create an online presence like personal trainers etc.

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

Employment in a digital marketing role.

Which Social Media Platforms do you plan to use?

LinkedIn, Indeed, Instagram, Facebook.

What marketing materials or content do you want to design?

I would like to create marketing strategies and campaigns for small business. Including content creation for their socials and branding. I would possibly want to create a portfolio website to showcase my work and update my Instagram portfolio.

**Weekly Content Marketing Calendar**

|  |  |  |  |
| --- | --- | --- | --- |
| **Day** | **Theme** | **Marketing Activity** | **Results** |
| Monday |  |  |  |
| Tuesday |  |  |  |
| Wednesday |  |  |  |
| Thursday |  |  |  |
| Friday |  |  |  |
| Saturday |  |  |  |
| Sunday |  |  |  |

What digital marketing activities do you plan to do?

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

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

**Notes:**