

Digital Marketing Strategy Template

(Insert your brand name)

(DATE)

ISSUED BY

CREATIVE CONSILLIUM LIMITED

REPRESENTATIVE

IANSON K. MURIU

ianson@creativeconsillium.com

+254 708 267 549



Social Media Goals and KPIs

For your social media strategy to be successful, you need to figure out what “success” looks like. In this section, you’ll define the key performance indicators you will be focusing on and optimizing for.

We recommend using S.M.A.R.T. goals (Specific, Measurable, Achievable, Relevant and Time-bound). They make it easy to tell if you’re on the right track.

Goal	Social Media KPI	Details / Timeframe
<i>Increase website traffic on your website</i>	<i>Traffic from social media</i>	<i>200 monthly website visits from social media activities</i>

Target Audience

To better understand how to engage with your audience, we will have to segment them into various personas. This allows us to identify what type of content, platform and tone to use on your social media.

Here is a breakdown of the various personas that your brand will interact with.

Persona	Description	Interests (In regards to your industry)	Engagement level (What they engage with)
<i>Give your persona a name that your brand relates with</i>	<i>Add a description that makes your persona unique. For example: Single parent who is looking for affordable services for their home</i>	<ul style="list-style-type: none">● <i>Parenting tips</i>● <i>Proven and tested parenting methodologies</i>● <i>Guidance and mentorship</i>● <i>Parenting Community</i>	<ul style="list-style-type: none">● <i>Discussions</i>● <i>Personal engagement</i>● <i>Social proof</i>● <i>Informative</i>● <i>Experimental</i>

Key Platforms

There are over a dozen social networks that have 100+ million active users. Unless you have a massive team, you simply won't be able to use all of them effectively. In this section we will recommend the platforms to prioritize. We will also highlight the best use of the specific platform

Platform	Purpose	Content types
<i>Facebook & Instagram</i>	<ul style="list-style-type: none">● <i>Younger audience</i>● <i>Activity gallery</i>● <i>Social collaborations</i>● <i>E-commerce</i>	<ul style="list-style-type: none">● <i>Stories</i>● <i>Images and videos</i>
<i>Email</i>		
<i>LinkedIn</i>		
<i>Website</i>		

Topics & Themes (Story telling)

To create an impactful and consistent brand online, we recommend highlighting the key topics and themes you will share on your social media platforms. These will be used to guide you on the best platforms to use for the desired goals.

Topic / Theme	Description	Platforms
<i>Marketing and Sales</i>	<i>Content around sale items and products. It will be focused on the actual products. This will involve deliberate packaging of the products</i>	<ul style="list-style-type: none">● <i>Instagram</i>● <i>Facebook</i>● <i>Emails</i>● <i>Website</i>

Content Distribution (Posting)

In order to keep your online activities consistent, having a clear posting schedule is crucial. This will help you pre-plan and schedule your content. It will also remove the posting pressure that comes with on demand posting. Thus allowing you to brainstorm more on impactful activities on your brand.

Platforms	Frequency
<i>Instagram & Facebook</i>	<ul style="list-style-type: none">● <i>3 Posts per week (Carousel/ Image / Video)</i>● <i>2 Story per week</i>
<i>Linkedin</i>	<ul style="list-style-type: none">● <i>2 Posts per week (Carousel/ Image / Video)</i>● <i>2 Articles per month</i>● <i>3 reshares per week</i>
<i>Email</i>	<ul style="list-style-type: none">● <i>2 Email blast per week</i>
<i>Website</i>	<ul style="list-style-type: none">● <i>1 Article per week (blog)</i>● <i>Monthly content updates (images and banners)</i>

Retargeting

Once you have posted on the various social media platforms, retargeting becomes crucial for engagement and conversions. Here is a breakdown of how retargeting can be done.

Platforms	Retargeting Policy
<i>Instagram & Facebook</i>	<ul style="list-style-type: none">● <i>Reply to posts comments</i>● <i>Tag other users in your posts</i>● <i>Reshare stories & posts from your network</i>
<i>Linkedin</i>	<ul style="list-style-type: none">● <i>Reply to all post comment</i>● <i>Inmail specific individuals when they interact with your content</i>● <i>Reshare content from your networks</i>● <i>Comment on posts by your network or potential network</i>
<i>Email</i>	<ul style="list-style-type: none">● <i>Follow up with phone calls after email blasts (can be a smaller target group)</i>
<i>Website</i>	<ul style="list-style-type: none">● <i>Collect email addresses for people who engage with your content</i>● <i>Offer freebies to readers on your site</i>● <i>Host virtual events for your audience</i>

Tools and resources

To effectively execute your social media activities, you may consider using various online tools. These tools will help you simplify your work. They can also be used collaboratively with your team. Kindly note that you do not have to use all tools but the ones you are comfortable with.

Tool	Description	Link
Content calendar <ul style="list-style-type: none">- Google sheets / docs- Google Keep	Can be used to create a content calendar from which posts can be created from.	<ul style="list-style-type: none">● https://www.google.com/sheets/about/● https://keep.google.com/
Graphic Design <ul style="list-style-type: none">- Canva- Google slides	This is an online design tool that can be used to design posts for your content.	<ul style="list-style-type: none">● https://www.canva.com/● https://www.google.com/slides/about/
Link aggregator <ul style="list-style-type: none">- Linktree- Milkshake	This allows you to use one link to direct users to various call to actions	<ul style="list-style-type: none">● https://linktr.ee/● https://milkshake.app/
Posting and scheduling <ul style="list-style-type: none">- Hootsuite- Brandwatch	Will allow you to schedule your content and post across various social media platforms	<ul style="list-style-type: none">● https://www.hootsuite.com/● https://www.brandwatch.com/
Email Marketing <ul style="list-style-type: none">- Mailchimp	Will allow you to manage your audience and email campaigns	<ul style="list-style-type: none">● https://mailchimp.com/en-gb/

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