

Digital Marketing Plan Template

Product Name:

Enter product name

Plan Duration:

e.g. Q3 2024

1. Executive Summary

Brief overview of digital marketing plan objectives and approach

2. Target Audience

Audience Description:

Describe your ideal customer personas

Key Segments:

List target market segments

3. Goals & KPIs

Primary Goals:

e.g. launch awareness, generate 2,000 leads, achieve 500 sales

Key Performance Indicators:

e.g. website traffic, conversion rate

4. Digital Channels

- Website & Landing Pages

Plans for product website, landing pages

- **Content Marketing**

Blog, articles, resources, guides

- **Social Media**

Channels, content types, posting frequency

- **Email Marketing**

Campaign types, automation, newsletters

- **PPC & Paid Ads**

Google Ads, Meta Ads, budget

- **Influencer/Partner Marketing**

Influencer lists, partnership ideas

- **Other Channels**

PR, affiliate, other digital channels

5. Content Plan

Outline planned content themes, calendar, core messages

6. Budget Overview

Summarize planned spend for media, production, and tools

7. Timeline & Milestones

Key launch dates, campaigns, and reporting dates

8. Measurement & Optimization

How will you track, report, and optimize digital efforts?

