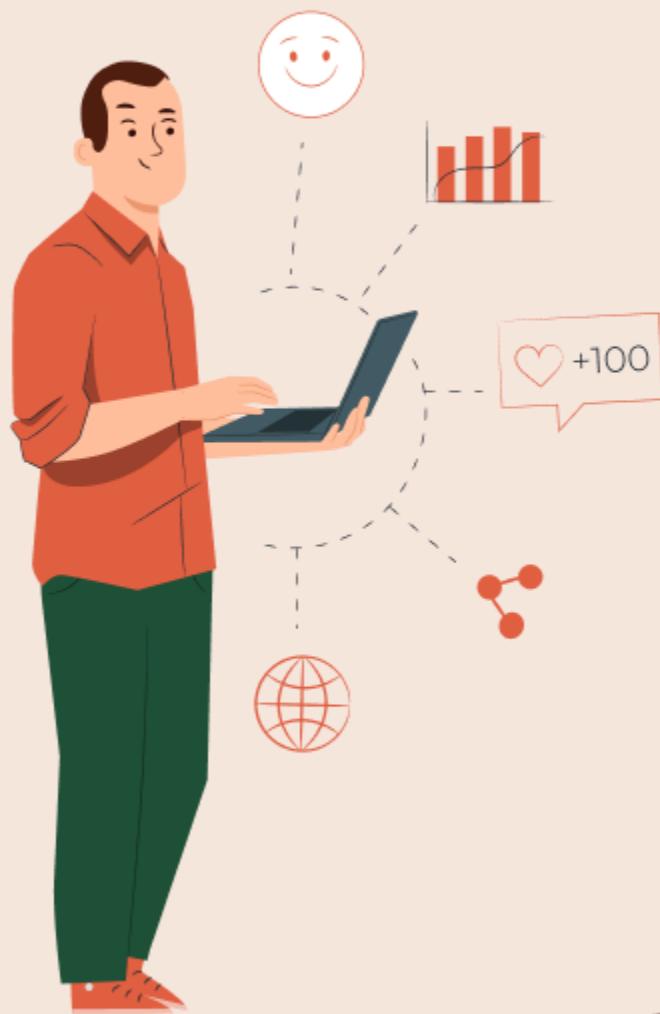


Plan a Digital Marketing Campaign



**DIGITAL
CAREERS
TOOLKIT**

BY  SHARED LANE

DOWNLOADABLE GUIDES



Plan a Digital Marketing Campaign

My Company Name: _____

My Campaign Idea: _____

STEP 1: COMPETITOR ANALYSIS

Notes on:	Name - Company A	Name - Company B
Social Media		
You Tube channel		
Website/Words + Phrases		
Calls to Action		

Company A - Digital Marketing is effective because:	Company B - Digital Marketing is effective because:
Which is more effective and why?	

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STEP 2: DIGITAL MARKETING GOALS

Goal	KPI

STEP 3: VALUE PROPOSITION

Customer Research Notes:

	Person 1	Person 2	Person 3
Important demographic information			
Why do they need product/service			
Barriers to use/purchase			
Common social media channels			
When do they use social media			
Keywords to Google			

Create a Persona:

	Persona A	Persona B
Fake name, age, income, etc.		
Why they would use service/buy product		
Targeted digital channel		

STEP 4: DRAFT SOCIAL MEDIA POST

Persona A:

	Social Platform A	Social Platform B
Post 1		
Post 2		
Hashtag		
Call to Action		

Persona B:

	Social Platform A	Social Platform B
Post 1		
Post 2		
Hashtag		
Call to Action		

Create your post in [Canva](#) - sign up for a free account