

# Digital Strategy



## WHAT ARE YOUR ONLINE GOALS?

Include all aspects of your goals by asking these 3 important questions for each one

## ONLINE GOAL EXAMPLES

- Improve product sales
- Increase client base
- Improve brand awareness
- Increase email database by #'s
- Create an interactive website (increase insights on site)
- Improve engagement on social media posts
- Re-engage existing customers
- Faster response to online product delivery

**1. What is the goal?**

**2. How do you action?**

**3. How will you measure?**



# Digital Strategy Examples

EXAMPLE



## Goal

Increase email database by #'s

## Action

Facebook post:  
Incentive (i.e. first 50 to sign up get a 20% discount) with link to websites newsletter signup page

## Measure

Record increase in newsletter list #'s

EXAMPLE



Increase brand awareness

Instagram post:  
Ask a question related to the product image you've posted

Check instagram analytics to see post's reach and interaction

EXAMPLE



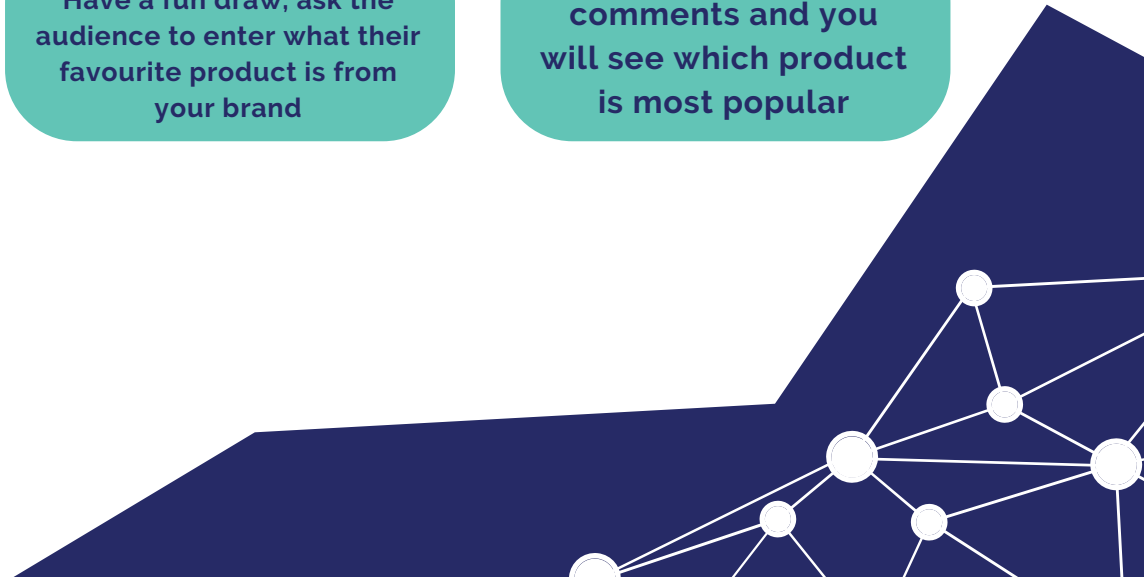
Re-engage existing customers

EDM:  
Have a fun draw, ask the audience to enter what their favourite product is from your brand

View all the comments and you will see which product is most popular

## EDM - Electronic Direct Mail

Popular EDMs: Mailchimp, HubSpot, GetResponse, Drip, SendinBlue, ActiveCampaign, Benchmark



# Digital Strategy Template

**Goal**

**Action**

**Measure**

**GOAL 1**



**GOAL 2**



**GOAL 3**



**GOAL 4**



**GOAL 5**

