



DIGITAL MARKETING BOOTCAMP



MISSION GUIDE



Small Business
Development Center
UNIVERSITY OF GEORGIA

www.georgiasbdc.org

MARKETING STRATEGY ROADMAP



SETTING S.M.A.R.T. GOALS

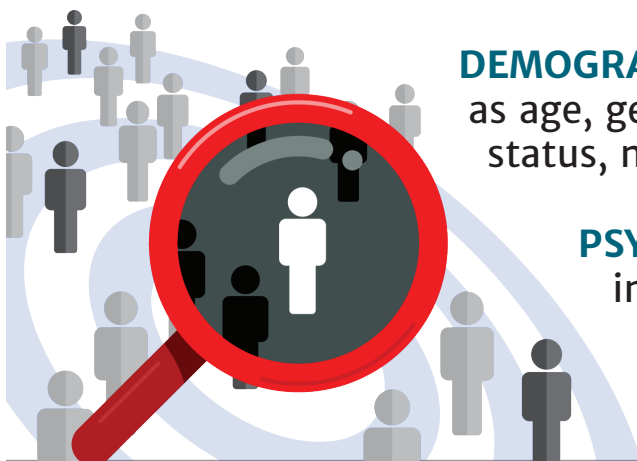
What do you want to accomplish with your digital marketing efforts?

Is this a S.M.A.R.T. goal?

- Specific:** Do you say exactly what you intend to do?
- Measurable:** What key performance indicators (KPIs) will you measure?
- Attainable:** Can you realistically achieve this goal?
- Relevant:** Is the goal relevant to your overall business and marketing strategy?
- Time-Based:** What is your deadline for completing the goal?

YOUR TARGET AUDIENCE

	DEMOGRAPHICS	PSYCHOGRAPHICS
CUSTOMER 1		
CUSTOMER 2		
CUSTOMER 3		



DEMOGRAPHICS: Quantifiable information such as age, gender, income, location, employment status, marital status, and race.

PSYCHOGRAPHICS: Lifestyle or cultural information such as hobbies, interests, values, opinions, behavior, and attitudes.

At what stage of the buyer's journey are they?

- Awareness:** Realization of a problem or need – search for a solution begins
- Consideration:** Comparison of different solutions to the problem or need
- Purchase:** The buyer decides on the best solution and makes a purchase
- Retention:** After a great experience, the customer continues to purchase from you
- Advocacy:** The customer is such as fan that they promote you to others

YOUR TARGET AUDIENCE

What problem(s) are you solving for these customers?

CUSTOMER 1	CUSTOMER 2	CUSTOMER 3

How can your product or service help solve these problems?

CUSTOMER 1	CUSTOMER 2	CUSTOMER 3

What action do you want these customers to take as a result of your marketing strategy (buy, schedule a tour, request estimate, etc.)?

CUSTOMER 1	CUSTOMER 2	CUSTOMER 3

Who are your primary competitors for these customers?

CUSTOMER 1	CUSTOMER 2	CUSTOMER 3

REACHING YOUR CUSTOMERS

What digital channels might be best for reaching your customers?

	CUSTOMER 1	CUSTOMER 2	CUSTOMER 3
WEBSITE			
YOUTUBE			
FACEBOOK			
INSTAGRAM			
PINTEREST			
LINKEDIN			
SNAPCHAT			
TWITTER			
TIKTOK			
OTHER SOCIAL MEDIA			
EMAIL			
INFLUENCER MARKETING			
OTHER			

YOUR COMPETITION

	YOUR COMPANY	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3
PRODUCT/ SERVICE COMPARISON				
MARKETING CHANNELS				
STRENGTHS				
WEANKESES				
KEY COMPETITIVE ADVANTAGE				

Why will your customers buy from you and not your competitors? What makes you different? Better? What proof do you have to back that up?

SOCIAL MEDIA

What key performance indicators (KPIs) will you track and measure?

What content will you post?

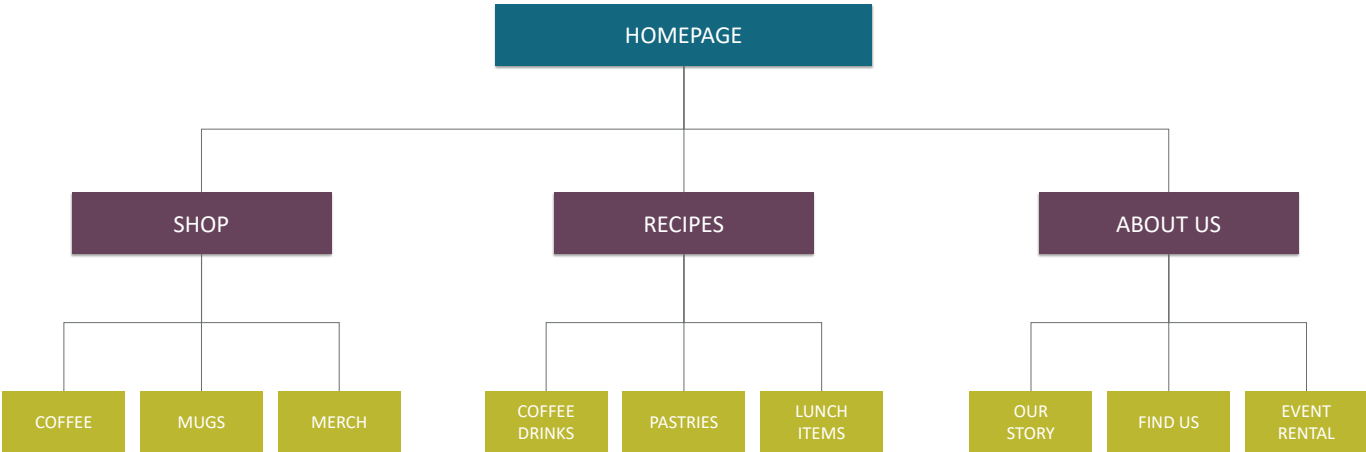
PROMOTIONAL

EDUCATIONAL

ENTERTAINING

What hashtags will you use?

STORYBOARDING YOUR WEBSITE



Use this space to sketch out the storyboard for your website:

WEBSITE CONTENT

What keywords/keyword phrases will you prioritize for your content?

For each keyword, indicate how you will incorporate it into your website content. What webpage will each keyword be used on? Think of blogs, FAQs, other specific webpages, etc.)

KEYWORD/KEYWORD PHRASE	WEBSITE LOCATION



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