

# **PLANNING TEMPLATE**

A template to help you map, plan  
or manage your digital marketing

Edited by: Dr Dave Chaffey





# Digital marketing strategy Planning Template

## Table of Contents

**3** Introduction. How to use this RACE Planning Template

**3** **PLAN. Create a digital strategy**

**7** **REACH. Grow your audience online**

**8** **ACT. Encourage brand interactions and leads**

**9** **CONVERT. Increase sales through optimisation**

**10** **ENGAGE. Build customer loyalty and advocacy**

**11** **Resources. Tools to help you create and implement your plans**

# Introduction

## How to use this RACE Planning Template

### Welcome

Thanks for downloading this Smart Insights template. We hope you find it useful in your planning to make more use of digital marketing. It's a sample of a wider selection of our advice for marketers including 7 Steps Ebooks; online training courses; how-to-videos and marketing toolkits. [See the full range of content used by our Expert members.](#)

### First things, first...

Digital marketing planning is no different to any other marketing plan, in fact it's increasingly strange to have separate plans for 'digital' and 'offline' since that's not how your customers perceive your business. However, we're often required to separate plans for "digital" only based on the way teams and reporting is structured and to help the transition to digital - before it becomes "business as usual".

### Some general advice to keep in mind when planning

- ✔ **Start with the customer.** Build your plan around customer insights and needs - not around your products and tactics.
- ✔ **Keep it flexible.** Situations and plans change, especially online, so ensure plans are usable by a clear vision for the year and keeping detail to a shorter term 90-day focus.
- ✔ **Set realistic goals.** Include specific objectives in your plans but keep them realistic by basing them on insights from your analytics, so they're easy for others to buy into.
- ✔ **Keep it Simple!** "Jargon light" is best. Again it helps others buy into what you're saying
- ✔ **Keep plans up-to-date.** Review and update regularly. We recommend [90-day planning](#).

### Creating a structure for your plan

Knowing where to start is often the hardest thing when writing a digital marketing plan. So once you have a structure / framework to follow in a table of contents, it's then almost a matter of filling in the gaps...

At Smart Insights we developed the [RACE™ planning system](#) to help create actionable plans using integrated communications to engage and persuade customers based on understanding customer needs using analytics and insight. This template is based on RACE™ planning, but you also find the [SOSTAC®](#) planning tool useful - see Plan.

### Creating a brief, focused digital plan

#### Strategy Recommendation 1 Create a brief, focused digital plan

SOSTAC® is an awesome general planning tool, but it can lead to long plans. To make your digital plans clearer and more actionable in companies of all sizes we recommend creating a single table to communicate to colleagues.

This next single page summary format helps create integrated plans. For each part of

Introduction

Day 1:  
PLAN

Day 2:  
REACH

Day 3:  
ACT

Day 4:  
CONVERT

Day 5:  
ENGAGE

Recommended  
Resources

RACE™ use this table to summarise the key points of your plan:

- ✔ **Opportunity.** Your quantifiable SMART objectives based on your analytics and market insights. State your assumptions and what informs your objectives.
- ✔ **Strategy.** Where you will focus your resources and investment to hit your targets.
- ✔ **Action.** Managing tasks to implement your strategies.

RACE activity	Opportunity	Strategies	Actions
1. Plan.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Reach.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Act.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Convert.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Engage.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

This [inbound marketing infographic](#) summarises activities and KPIs to use at each stage.



Use the interactive version at <http://bit.ly/smartrace> to navigate to our advice on each.

Introduction  
Day 1: PLAN  
Day 2: REACH  
Day 3: ACT  
Day 4: CONVERT  
Day 5: ENGAGE  
Recommended Resources

# 1: PLAN

## Create a digital marketing strategy

### Opportunity

- Review of current performance
- Customer insight
- [Competitor benchmarking](#)
- Influencer and intermediary review
- SLEPT factor review
- Select marketing goals and create performance tracking dashboards

Recommended resource? [Digital marketing strategy toolkit templates for Expert members](#)

Use our [Digital marketing toolkit](#) templates to prepare a customised plan for your business or your clients. The toolkit contains unbranded Word, Excel and Powerpoint templates for you to amend to help form a plan for your business or your clients' businesses.

### Strategy

- Select target market segments and targeting approaches
- Define brand positioning and integration with traditional channels
- Review marketing mix

### Action

- Create Reach customer acquisition plan (see next sections)
- Create Act brand interaction, content and campaign plans
- Create Convert sales optimisation plan
- Create Engagement customer loyalty plan

### Using SOSTAC® planning

[PR Smith's SOSTAC® Planning System](#) gives a great framework for business or marketing plans since it's simple and logical, so it's easy to remember and to explain plans to colleagues or agencies. You can divide each part of RACE™ in a similar way, but we prefer the simplicity of Opportunity, Strategy, Action within each of the RACE planning activities.

#### What is it? SOSTAC®

SOSTAC® is a planning process framework to help structure and manage implementation of plans. It stands for Situation, Objectives and Strategy, Tactics, Action and Control originally developed by PR Smith for marketing communications planning. In their book *Emarketing Excellence* Dave Chaffey and Paul Smith have adapted the SOSTAC® framework to apply it to digital marketing as shown in the diagram on the next page.



# The SOSTAC® Planning System

## HOW DO WE MONITOR PERFORMANCE?

### Optimising through:

5 S's, KPI's and web analytics  
 User experience review  
 Conversion rate optimisation  
 Frequency of reporting  
 Process of reporting and actions

## WHERE ARE WE NOW?

### Marketplace SWOT:

5 S's performance and other KPI's (& trend)  
 Customer insight (who, why, how?)  
 Market Trends  
 Competitor analysis  
 Internal capabilities and resources

## WHERE DO WE WANT TO BE?

### 5 S's objectives:

**Sell** - customer acquisition and retention targets  
**Serve** - customer satisfaction targets  
**Sizzle** - wow factor (added value)  
**Speak** - engaging customers  
**Save** - quantified efficiency gains



## THE DETAILS OF TACTICS

### Who does what and when:

Responsibilities and structures  
 Processes and systems  
 Internal resources and skills  
 External agencies

## HOW EXACTLY DO WE GET THERE?

### Marketing mix:

8 P's  
 Incl. Communications Mix  
 Content Plan  
 Contact Plan

## HOW DO WE GET THERE?

### STOP & SIT:

Segments  
 Target markets  
 Objectives  
 Positioning (OVP)  
 &  
 Sequence (Trust, Try, Buy...)  
 Integration (CRM & D/Base)  
 Tools (e.g. SEO, PPC)

Created by PR Smith, SOSTAC® is a simple yet powerful planning system, which is easily applied to help create the perfect plan. SOSTAC® is a registered trade mark with SOSTAC® eBook, workbook, webinars & workshops by PR Smith: [www.PRSmith.org](http://www.PRSmith.org)

LICENCED BY



DESIGNED BY



PARTNERED BY



- 1 Introduction
- Day 1: PLAN
- Day 2: REACH
- Day 3: ACT
- Day 4: CONVERT
- Day 5: ENGAGE
- Recommended Resources

# 2: REACH

## Grow your audience online

### Opportunity

- Define dashboard to review effectiveness of current digital media in analytics
- Review current use of digital media
- Set VQVC (volume, quality, value, cost) objectives using [conversion budget models](#)

### Strategy

- Define key brand messages for audience
- Select relevant targeting approaches
- Develop content marketing approach
- Define channel integration
- Create media plan and justify media mix investment

### Action

- Optimise SEO
- Optimise or review relevance of Google AdWords (paid search)
- Review opportunities from Display Advertising
- Review relevance of affiliate and partner marketing
- Social media marketing optimisation

#### Recommended resource? Search and social media marketing guides

We believe that search and social media marketing are the most important channels for growing your audience cost-effectively. See our detailed 7 Step Guides to these channels for a DIY approach to improving their effectiveness or reviewing with your agency/clients:

- [Search Engine Optimisation \(SEO\) 7 Steps Guide](#)
- [Google Adwords Paid Search 7 Steps Guide](#)
- [Social media marketing 7 Steps Guide](#)

We also have in-depth guides on marketing through all major social networks.

Introduction

Day 1:  
PLAN

Day 2:  
REACH

Day 3:  
ACT

Day 4:  
CONVERT

Day 5:  
ENGAGE

Recommended  
Resources

# 3: ACT

## Encourage brand interactions and leads

### Opportunity

- [Review customer journeys](#) for desktop and mobile sites
- Review social media and [mobile marketing](#) platform engagement
- Define goals and dashboard for measuring and review customer interactions

### Strategy

- Define customer personas (see our [Personas toolkit](#))
- Define [content marketing plan](#)
- Create plans for engaging on social media and mobile marketing platforms

### Action

- Create campaign plan, [editorial calendar](#) and outreach plan
- Create content assets including [video marketing](#)
- Create [landing pages](#)

#### Recommended resource? Content marketing 7 Steps Guide

Use our [content marketing strategy guide](#) to define an integrated inbound plan. The content marketing matrix is a great way to review current use of content marketing and identify the best types of content for your business.





# 4: CONVERT

## Increase sales through optimisation

### Opportunity

- Create and review site conversion funnels and paths to purchase
- Review multichannel (omnichannel) interactions
- Review customer feedback (Tools in post: <http://bit.ly/smartfeedback>)

### Strategy

- Define online conversion rate optimisation (CRO) approach
- Define how key online communications (search, email, social, mobile) drive sales
- Define offline integration paths to purchase

### Action

- Implement site or [Ecommerce sales optimisation based on analytics](#)
- Implement CRO through test plan for AB and multivariate experiments
- Implement behavioural email programme (See [Email hub page](#))

#### Recommended resource? Ecommerce Success Mapping

Our [Ecommerce Success Mapping template](#) can be used as a management tool to help you review and work on improving the key factors that drive online sales.

#### Recommended resource? Improving results from your website 7 Steps Guide

Our [improving results from your website guide](#) shows how to review your key customer journeys and brand messaging for quick wins to help boost conversion.

Introduction

Day 1:  
PLAN

Day 2:  
REACH

Day 3:  
ACT

Day 4:  
CONVERT

Day 5:  
ENGAGE

Recommended  
Resources



# 5: ENGAGE

## Build customer loyalty and advocacy

### Opportunity

- Review customer loyalty using RFM analysis
- Review customer satisfaction drivers
- Review effectiveness of customer communications

### Strategy

- Create customer engagement plan
- Create online personalisation and merchandising plan
- Create customer contact plan (email marketing and social media marketing)

### Action

- Implement or refine personalisation rules on desktop and mobile sites
- Implement or refine event-triggered personalised emails and newsletters
- Manage social media and email campaigns for customer engagement and advocacy

#### Recommended resource? Smart Insights Email and Social Media marketing tools

Email marketing remains a core customer communication technique, especially when integrated with social media marketing. Our recommended guides and templates are:

- [Email marketing 7 Steps to Success Guide](#)
- [Email marketing audit template](#)
- [Email marketing campaign templates](#)
- [Email contact strategy template](#)
- [Social media marketing 7 Steps to Success Guide](#)
- Detailed guides to Facebook, Google+, Pinterest and Twitter marketing

Introduction

Day 1:  
PLAN

Day 2:  
REACH

Day 3:  
ACT

Day 4:  
CONVERT  
5

Day 5:  
ENGAGE

Recommended  
Resources

# Resources

## Tools to help you create and implement your plans

### Benchmark your capabilities compared to your competitors

We're big fans of scoring the current digital marketing capabilities of a company, so you can show your colleagues how your different digital marketing activities rate now and how they need to be improved in future. This is a core technique for arguing for additional investment in digital marketing and for reporting on progress.

#### Recommended resource? Smart Insights Benchmarking Tools

We have developed a series of tools to help develop strategy and to make the case for more investment in digital marketing. These are:

- ✓ [Digital Strategy Toolkit](#). Expert members can download examples and editable template as part of our which includes *Powerpoint*, *Word* and *Excel* templates to help build your marketing plan and explain to colleagues or clients.
- ✓ [Digital Marketing Healthcheck](#). Score your company or clients in the 5 key areas of PRACE. This is more suited to small and medium sized companies and is available free for use by Basic members.
- ✓ [Digital marketing audit](#). A more detailed spreadsheet based technique for assessing a company in 6 key areas. More suited to larger organisations or use by consultants.
- ✓ [Business case template](#). Improvement needed can be justified through this template and the companion Ebook.

### Take the next steps to improve your marketing skills and results

Try our [free interactive digital marketing health check](#) available to Basic and Expert members to help rate your current digital marketing capabilities and receive recommendations on how to improve results.



► [Upgrade to Expert membership! View the full range of Expert member resources](#)

### All the best for your journey

Creating or refining a plan is just the beginning of the journey to making the most of digital and social media. We hope our guide has helped you on your way? Please let us know any questions you may have through our free [Digital Marketing Answers Forum](#).

Thanks, *Dave Chaffey*, *Dan Bosomworth* and the Smart Insights team.

Introduction

Day 1:  
PLAN

Day 2:  
REACH

Day 3:  
ACT

Day 4:  
CONVERT

Day 5:  
ENGAGE

Recommended  
Resources

7