

Online Marketing Plan Workbook

Preliminary Worksheet

What is your target audience?

Age Range: _____ Marital Status: _____
Gender: _____ Geographic Location: _____
Industries: _____

What are your goals? _____

What would you like to achieve this year? _____

What keywords best describe your business? _____

What are the major things your business does? (i.e. Website Design, SEO, Social Media)

1. _____ 2. _____

3. _____ 4. _____

5. _____ 6. _____

What one word describes your brand? _____

What do you help your clients achieve? (The Final result) _____

What makes you different from your competition? _____

Who is your major competition? _____

What are you doing currently to market your business? Do you use:

Blog _____	Frequency of Posts _____	Subscribers _____
FB Personal Page _____		# Friends _____
FB Business Page _____		# Likes _____
Twitter _____		# Followers _____
LinkedIn _____		# Connections _____
Google + Personal _____		# In Circles _____
Google + Business _____		# In Circles _____
Pinterest _____		# Followers _____
YouTube Channel _____		# Subscribers _____
Email Marketing _____	# In List _____	
Press Releases _____	Article Submissions _____	

Baseline Metrics

Increasing Unique Visitors to Website by: _____ Current Average # _____

Bounce Rate (Current): _____ Target: _____

Keywords Currently Searched: _____

Targeted Keywords Not Appearing: _____

Website +1s Currently: _____ Target: _____

Keyword Search Ranking Position:

Keyword (Phrase)	Google	Bing	Yahoo
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Social Media

Facebook Friends Currently: _____ Target: _____

Facebook Page Likes Currently: _____ Target: _____

Twitter Followers Currently: _____ Target: _____

LinkedIn Connections Currently: _____ Target: _____

Pinterest Followers Currently: _____ Target: _____

Google + Circles Currently: _____ Target: _____

Google + Page Circles Currently: _____ Target: _____

Blog Subscribers Currently: _____ Target: _____

Demographics

What are the demographics of your typical customer?

Gender _____ Age Range _____ Marital Status _____

Income Range _____ Children _____

Employment _____ Employer _____

Industries _____

Geographic Location _____ Who is the Decision Maker? _____

Interests _____

Review their Facebook Profiles - What similarities in likes & interests do you see?

Review your Facebook Insights to determine:

Gender and Age Range of Your Fans _____

Review Your Competition/Large Popular Websites in your niche:

Keyword Phrase Reviewed on Clues.Yahoo.com _____

Demographics of that search _____

Website Reviewed on Alexa _____

Demographics of that search _____

Website Reviewed on Quantcast _____

Demographics of that search _____

What differences do you see between your average client and these demographics?

Is there a demographic(s) that you are not reaching? _____

Consider your target marketing:

What are 5 things your target audience wants the most? _____

What are 5 things your target audience fears the most? _____

Who are the industry leaders in your field? _____

What do they blog about? _____

What topics get the most comments? (Blog/FB/G+) _____

Where can you "fill in the gaps" between what they are saying? _____

Social Media Ideas

The following questions will help design content for your social media campaign.

1. What's new with your business this month? _____

2. What has changed in your industry? _____

3. What projects are you currently working on or just completed? _____

4. What community causes are you involved in? What groups or charities are your supporting and how? _____

5. What is something funny that was happened in your business this month?

6. Who did you help and how? _____

7. How are you saving customers money? Time? _____

8. What do you do better (different) than the competition? _____

9. What tips, tricks or techniques would your customers love to know? _____

10. What questions did your customers/clients ask you this month? _____
