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The
plannor

for growing
your business with

effective online
MARKETING

The planner

for growing your business with
effective online marketing.

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The planner

A companion to the free eBook, "The Plan to Grow Your Business with Effective Online Marketing."

Answer the questions in each section to create a plan to accelerate your online marketing success.

The plan
to grow your business with effective online marketing.

> Download The Plan here.

TABLE OF CONTENTS

THE PLANNER IS ALSO AVAILABLE AS AN ONLINE WORKBOOK. CLICK HERE.

PLEASE SHARE THE PLANNER

A STRATEGIC WORKBOOK

Define your objectives.

Document the top **3 to 5 goals** you aim to achieve with
your online marketing in order of importance.

Make them S.M.A.R.T.:
specific, measurable, attainable, relevant, time-based.
Eliminate any that fail to meet all five criteria.

> **COMMON OBJECTIVES INCLUDE**

☐ BUILD AWARENESS   ☐ SERVICE EXISTING CUSTOMERS

☐ EDUCATE PROSPECTS   ☐ CROSS-SELL

☐ CAPTURE LEADS   ☐ ESTABLISH EXPERTISE

☐ NURTURE LEADS   ☐ ENGAGE WITH INFLUENCERS

> **AN EXAMPLE OF A S.M.A.R.T. OBJECTIVE**

INCREASE LEADS BY CAPTURING EMAIL ADDRESSES OF 1,000
PROSPECTS ON AVERAGE, PER MONTH, VIA LANDING PAGES,
IN THE COMING QUARTER.

Describe the sales cycle.

1.Where do new **prospects** come from and how can you help them?

2.What do interested prospects do to qualify as **leads?** (Your definition of a lead.)

3.What is an **entry level** try or buy action?

4.**Costs:** what do you charge?

List your marketing assets.

Dig through your **existing communications.** Make a list of your online assets, collateral, infographics, multimedia, press releases, reports, papers, ads, demos, and anything relevant. (Flip to the next page for examples.)

Got lots? Attach samples. Include links:

Here's what might work...

blog posts	presentations	enewsletters
guest post	surveys	press releases
eBooks	infographics	case studies
white papers	collateral	FAQs
checklists	events	testimonials
curated pieces	apps	community sites
interviews	widgets	magazine
videos	podcasts	learning series
demonstrations	industry reports	games
webinars	product guides	tweets and microblogs

From page 14 of "The Plan to Grow Your Business with Effective Online Marketing."

Notes...

Audit your market.

List highly relevant and peripheral **competitors.** Document their strengths and weaknesses. Attempt to define how they are similar and/or different. Make notes regarding their websites, content, search and social media strategies.

EXAMPLE - COMPETITOR:

CloudCover IT (fictitious) - www.cloudcoverit.net

- Large selection of SaaS products with flexible pricing models
- Strong position in SMB space, especially in US western states
- Often reported to have weal service and support
- Weak blog, active with how to videos on YouTube
- Have social accounts, but low level of engagement
- Keywords: SaaS, cloud computing, cloud services, IT services

We offer similar products, but aim for larger accounts demanding top-notch support.

Market audit (continued)

Develop your value proposition.

What is the most pressing problem your company solves? State it with a clear emphasis on **a benefit** (i.e. saving money).

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EXAMPLE VALUE PROPOSITION

Stationery Depot (fictitious)

Stationery Depot creates web-based portals to collect orders, then prints, finishes and drop-ships any type of stationery or specialized paper products direct to the customer allowing stationery companies of any size to **increase profits** and remain focused on product design and sales.

Increase profits = customer benefit

Describe your brand's personality.

Use this space to document your thoughts regarding the **voice and tone** of your brand. How will you stand out in the crowd? Will your content be entertaining? Consider listing personality attributes of your brand or those you admire.

You can also try an exercise such as:
"If our brand were a car it would be a _____ ."

EXAMPLE - BRAND PERSONALITY:

Starbucks

- If Starbucks were a car it would be a Volvo:
  safe, reliable, comfortable, upscale, but worth the premium price.
- We represent fun. We're energetic.
- Our people are always friendly and responsive.
- Our products are consistently high quality.
- Our voice is modern. We value music, art and all of forms of creativity.
- We strive to deliver a special moment in your day, a respite from the hustle and bustle of life.

Determine key performance indicators.

This is your first step toward effectively using metrics to perpetually improve your online marketing. Set benchmarks based on current metrics (such as average monthly website traffic). Document **the key performance indicators** you believe will be most meaningful for gaining traction and improving results.

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EXAMPLE - KEY PERFORMANCE INDICATORS:

- Monthly website traffic
- Blog posts viewed
- Time on site
- Forms completed for download offers
- Onsite registration for product/service trials
- Facebook engagement (comments, likes, shares)
- Website visits from top three social media networks

Make a content creation roster.

Who will be responsible for creating content?
Employees… Feldman Creative... other writers… designers… videographers…
PR pros... researchers... customers... Considering crowd sourcing?

Internal resources include:

Our contractors include:

We still need to bring in:

Concerns:

Create customer personas.

Personify a minimum of three types of customers. Treat each separately. Give each a name and create a fictional profile of including demographic information, psychographics (attitudes, biases, preferences).

What motivates and frustrates this person? What's success mean to him or her?

Describe how they are most likely to use and experience online media to find resources and answers to their questions.

>► EXAMPLE PERSONA

PETER SHARP, mid-30s, father
Marketing director of a fast-growing and ambitious foods company. Peter is very active online, pursuing social media, search, content marketing and email marketing. He aims to create content across a variety of media. He uses direct mail for certain campaigns.

PERSONA 1

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PERSONA 2

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PERSONA 3

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Select a content management system.

Will you be using WordPress, Joomla, Drupal, HubSpot, Business Catalyst or a similar product?

Will you be a first-time user? Will you be migrating from one **CMS** to another?

Have you hired or do you have a **website developer**?

Do you have any **questions** or concerns about these (semi-technical) questions?

What looks good to you?

If your plan includes creating a **new website** or improving an existing one, create notes on what appeals to your team. List links of websites you like and explain what you like about them.

Do you have preferences regarding photography, illustration, layout, graphic design?

Do you need a new **corporate identity**? Do you have company colors? Do you abide by a style guide?

How can you deliver social proof?

Do you have testimonials or customer success stories?

Reference accounts? A client roster that can be published?

Awards and accolades?

Please list any **proof points or testimonials** we might consider

Ready to blog?

Do you have an **editorial plan** and/or calendar?

Have you identified who will contribute posts?

Do you have questions regarding effective **tactics for your blog,** such as share buttons, subscriber options, comments, links, search optimization, additional reading prompts, and call to actions?

List any questions or concerns you have.

Identify your keywords for SEO.

We'll make two lists:

1. Seed keywords: single words or two-word phrases you'd like to rank high for (in a perfect world).

2. Long tail keyword phrases: 3 – 5 word phrases you suspect should be included in your SEO plans for website pages, blog posts, and additional content.

List any thoughts you have or attach research you've done regarding SEO.

> **KEYWORDS TIPS**

Competition — Examine your competitors' keywords, especially in title tags.
Keyword planner — Try using the free Google keyword planning tools for AdWords.
Additional resources — Consult with Feldman Creative or an SEO specialist and read resources such as the Google Search Engine Optimization Starter Guide.

> **KEYWORDS EXAMPLES**

Seed keywords — attorney, pizza, CRM
Longtail keyword phrases — Arizona real estate attorney, family pizza restaurant, cloud-based CRM solution

18

Put SEO tools in place.

Are you familiar with Yoast for WordPress? All-in-One SEO?
Copyblogger Scribe?

You'll use an **onsite SEO tool** such as one of these to optimize every page
of your website.

Understand your top 10 (or so) SEO terms will be very important.

List any questions here.

We'll review basic SEO tactics and Feldman Creative can implement
them for you after the keywords are approved.

Select social media networks.

Have you determined which networks your prospects use most?

List the social media networks you currently use as well as those you're considering.

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Expand, where possible, your strategies and social media activities.

Do you have the manpower to be active on social media on a daily basis or will you require additional help?

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> **POPULAR SOCIAL MEDIA NETWORKS**
> ☐ LINKEDIN ☐ TWITTER ☐ FACEBOOK ☐ GOOGLE+
> ☐ YOUTUBE ☐ INSTAGRAM ☐ PINTEREST

List industry influencers.

Make note of the top voices of **authority in your niche.**

Include companies, publications and individuals, especially authors and reputable speakers.

List **websites** that would be a good fit for contributing content to (guest blogs).

Plan offers for lead capture.

What offers can you put behind forms to capture emails and additional information about interested prospects?

If you lack offers, make notes regarding assets you suspect will work such as eBooks, reports, white papers, webinars, trials, etc.

Plan landing pages.

What types of pages and forms do you plan to use to capture leads?

Do you have a software vendor to facilitate the process of creating landing pages, thank you pages and/or auto-responder emails?

Is a testing plan in place? If you expect to collect a high volume of leads from different types of prospects, provide information we'll use to segment the contact database.

ID opportunities to expand your reach.

Will you utilize popular websites such as **YouTube** and **SlideShare**?

Will you become active in communities and online groups such as **LinkedIn Groups?**

Do subscribe to **RSS feeds** and make comments on blog posts?

Do you have a **podcast** on iTunes and other audio channels?

Plan email marketing to nurture leads.

Do you have an email service in place now? Which one?

Do you have an email template (or templates) ready to go?

Will you be able to A/B test email subject lines and/or click-through rates?

> **POPULAR EMAIL SERVICES**
>
> ☐ CONSTANT CONTACT ☐ iCONTACT ☐ AWEBER ☐ INFUSIONSOFT
> ☐ EMMA ☐ MAILCHIMP ☐ CAMPAIGN MONITOR

Make analytics choices.

Is Google Analytics in place?

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Will you consider a feature-rich platform such as HubSpot or marketing automation suites such as Marketo, Eloqua, Pardot, or InfusionSoft being considered or used?

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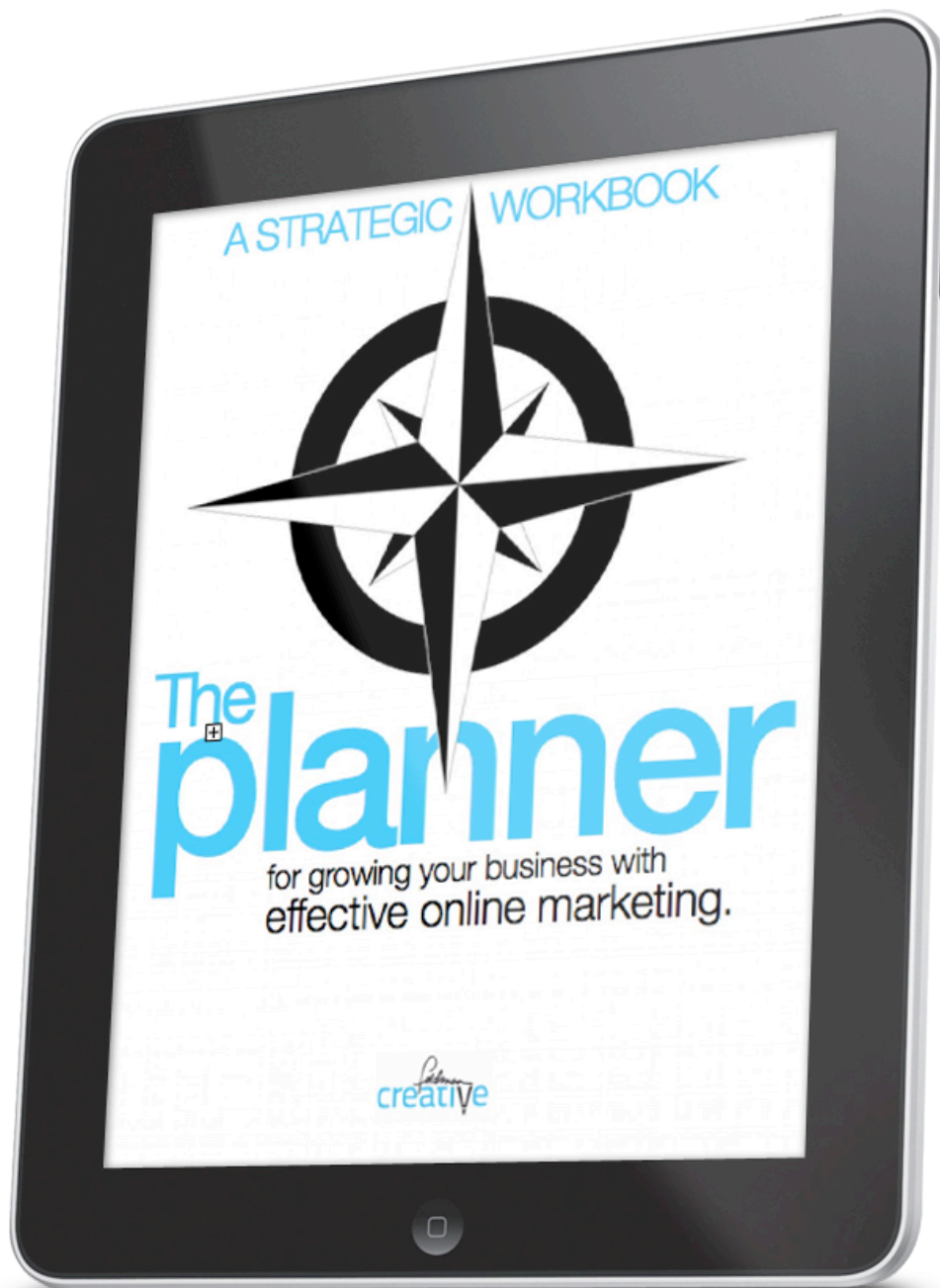
TIPS FOR ANALYTICS

☐ INSTALL GOOGLE ANALYTICS

☐ SET UP GOALS AND CUSTOM REPORTS TO CAPTURE KPIs

☐ TRACK CHANNELS AND CAMPAIGNS

☐ REVISIT AND REVISE STRATEGIES AND CREATIVE

☐ CREATE ROI REPORTS

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👉 Available free here.

The planner

was created to complement
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