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# Developing an Effective Digital Marketing Strategy in Today's World

# Strategy Foundation

Notes:

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Google For Nonprofits Overview: <https://www.google.com/nonprofits/>

Google For Nonprofits Registration: <https://www.google.com/nonprofits/account/signup?locality=us>

Google AdGrants Overview: <https://www.google.com/nonprofits/offerings/google-ad-grants/>

Google Tools

- Google Analytics (GA4)
- Google Search Console
- Google Tag Manager

## Social Media Strategy Brainstorm

55% of consumers discover new brands / establishments **first** through social media

### Six Social Media 'Golden Rules' to consider as you plan your strategy:

Andy Lambert – Senior Product Manager Adobe Express

1. Scaling of \_\_\_\_\_ is our ultimate ambition. It's how brand reputation and trust are built
2. \_\_\_\_\_ is an incredible way to build trust and participation in 'word of mouth' amplification
3. \_\_\_\_\_ increases engagement
4. \_\_\_\_\_ drives reach
5. \_\_\_\_\_ drives awareness
6. \_\_\_\_\_ drives \_\_\_\_\_ & recommendations. Most people believe the 'best product/place/event' is the one they know.

### Define Your 'Why'

List 3-4 reasons your company is (or will be) active on social media and how it aligns with a business goal:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

### Identify your audience groups:

Tip: in addition to identifying these groups, it can be helpful to also use the Persona's you will create in the Content Marketing section along with this exercise.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

## Plan and Schedule Your Content

*It's helpful to create a structure that includes regular rotations of various types of content social content and plan it out in advance using a calendar. As you plan, consider what specific action you want someone to take when they see your post (or ad) and what you will be measuring to determine success.*

*Using your audience research as a guide, plan content to include a variety of behind the scenes, your business story, projects in-process, tease a new release, educate and inform with top lists, how-to's, showcase upcoming events, promote or recognize a business or employee, create excitement, collaborate with influencers, demo posts, share a collaborator post, etc. Plan to use content you identified in your audit that can be repurposed as well as any national or international holidays as.*

### Example:

Platform \_\_\_\_\_ Posts per week: \_\_\_\_\_

<u>Monday</u>	<u>Tuesday</u>	<u>Wednesday</u>	<u>Thursday</u>	<u>Friday</u>
Promote Upcoming Event	Spotlight on local business	Video	'Top 5 places for xyz'	Behind the scenes photo or video

## Measure, Analyze, Adjust

*Review each post on each platform. Determine the success of each based on the action you wanted to see. Was it video views, comments, shares, reactions, clicks to your website, filling out a form, etc? Note the types of content that perform the best.*

## Other Factors to Consider

_____	_____
_____	_____
_____	_____

## Items to include in your Social Media Audit may include:

List all existing social media properties and everyone that has access to them? Are all using strong passwords? When were they changed last?

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Do a manual search inside each platform to see if additional properties exist that you weren't aware of. This is more common than you might think.

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Are Business Managers & Advertising Accounts set up? Who owns them? Are your Pages associated with them exclusively? List all people that have access and the levels assigned to each. Review any credit cards associated with the accounts, are they current?

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Are pixels and Conversion APIs in place on your website? What Custom Conversions are set up?

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Review each account's information – is all information complete? Are visuals on all platforms consistent?

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Review existing posts (and ad history if applicable) on each platform. Do you have content that can be repurposed? List the types of content used and how each has performed.

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Review the consistency of posts and ads. Are there large gaps? Were there certain days / times that performed better than others?

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Review your existing followers - define demographics. Are certain groups engaging with your posts often?

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Review the engagement your brand participates in. Does your brand comment, share, like, follow, promote other accounts?

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## Content Marketing – Brainstorming Session

1. Goals: What would you like to achieve through your content marketing?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

2. Tactics: Can you achieve your goals using content or would some type of paid advertising get you the results faster or better? (Think about it and jot down your answers below).

3.

4. Target Audience/Persona: Who is your target audience? Be as specific as possible and even write a fictional profile of your audience.

Consider the following as you create your persona:

- Gender
- Age
- Marital Status
- Location
- Career
- Hobbies
- Why do they interact with your organization?

5. Now, look at your existing content. Most organizations have at least some content already created! Check off all that you have. If you have another type not listed below, jot it down after the list.

- |                                       |  |
|---------------------------------------|--|
| <input type="checkbox"/> Blog posts   | <input type="checkbox"/> Brochures               |
| <input type="checkbox"/> Articles     | <input type="checkbox"/> PowerPoint/Presentation |
| <input type="checkbox"/> Photos       | <input type="checkbox"/> Booklets                |
| <input type="checkbox"/> Case Studies | <input type="checkbox"/> Videos                  |

Pro Tip: Check that you have the proper permission and/or license to share your content, especially photos and videos. You need to license photos from a stock photo company, take them yourself, or secure written permission from the photographer or creator before you use photos or videos in your marketing. Using pictures or videos in marketing is called “commercial use” so read the license for any stock images you use – when in doubt, leave it out [of your marketing].

6. Conduct a content inventory. Like a store taking inventory of its merchandise, a content inventory is a list you create of every single piece of content that you have, either on your website or simply sitting in your files. The easiest way to organize this is on a spreadsheet. Include columns for the name of the publication, the topic, and a link to where it currently resides.
7. What big ideas or messages would you like your organization to get across to your customers? What are the big three ideas you want to get across to your audience? For example, you may wish people to know that your area offers great outdoor activities year-round; there is something for the whole family to do; there are historic attractions; etc.

List three below:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

8. How can those big ideas translate into content? Do they lend themselves to photos, videos, or written materials?

After brainstorming, how can you take these ideas and put them into action? Create small, manageable steps, like sharing one image (with permission) per day on social media with a small story to accompany it. Think about how to repurpose and reuse existing content; perhaps a presentation you created for a group can be made into a brochure or a blog post, or a blog post made into a video.