

# Digital Marketing Plan Template

Fillable PDF - add your details and export/share

Optional logo

## Digital Marketing Plan

Template with guided prompts and editable fields

### Company / Brand

e.g., ExampleCo Services

### Prepared for

e.g., Owner / Marketing Lead

### Prepared by

e.g., Your Team / Agency

### Plan date

e.g., Dec 20, 2025

### Plan horizon

e.g., Next 90 days

# How to use this template

Fill the boxes. Keep answers short and measurable.

## Sections included

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- 1) Business summary (what you sell, who you serve, goals, KPIs)
- 2) Competitive analysis (top competitors + SWOT + positioning takeaways)
- 3) Target market (segments, geography, pains, desired outcomes)
- 4) Buyer personas (1-2 primary personas)
- 5) Marketing strategy (positioning, channels, journey, measurement)
- 6) Marketing initiatives (2-3 initiatives with KPIs & action steps)
- 7) Current setup review (what exists, gaps, quick wins)
- 8) 30/60/90-day action plan (what to do first, next, then scale)

### Quick definitions:

- KPI: a metric you track weekly/monthly (leads, CPL, ROAS, conversion rate).
- ICP: ideal customer profile (the customer you want more of).
- CTA: call-to-action (Get a Quote, Book a Call).

# Section 1 - Business Summary

Answer in bullets. Keep it simple.

## 1. Business Summary

### Overview

What you do + why customers choose you (fast, clear pricing, trusted reviews)

### Products / Services

List your main offers (Service A, Service B, Add-on C)

### Primary audience / ICP

Who is the best-fit customer? (high-intent local buyers)

### Goals (next 90 days)

SMART goals (e.g., +30% leads, CPL ≤ \$XX, +20 reviews)

### Positioning

Your “why us” in one sentence (same-day + upfront quotes)

### Key differentiators

Proof points (warranty, certifications, # reviews)

### Main challenges

What blocks growth? (low visibility, tracking gaps)

### KPIs to track

Choose 3–7 (leads, CPL, conv rate, ROAS)

# Section 2 - Competitive Analysis

Competitors 1-2

## 2. Competitive Analysis

For each competitor: record offers, messaging, proof (reviews/case studies), channels, and weaknesses.

### Competitor 1

**Name**

**Website**

**Notes**

Offers • Messaging • Proof • Channels • Weaknesses (bullets)

### Competitor 2

**Name**

**Website**

**Notes**

Offers • Messaging • Proof • Channels • Weaknesses (bullets)

# Section 2 - Competitive Analysis

Competitors 3-4

## 2. Competitive Analysis

For each competitor: record offers, messaging, proof (reviews/case studies), channels, and weaknesses.

### Competitor 3

Name

Website

#### Notes

Offers • Messaging • Proof • Channels • Weaknesses (bullets)

### Competitor 4

Name

Website

#### Notes

Offers • Messaging • Proof • Channels • Weaknesses (bullets)

# Section 2-3 - SWOT & Target Market

Turn insights into actions.

## 2. SWOT Analysis

<b>Strengths</b> e.g., reputation, speed, expertise  	<b>Weaknesses</b> e.g., tracking gaps, low traffic  
<b>Opportunities</b> e.g., new pages, nearby cities  	<b>Threats</b> e.g., rising CPCs, new competitors  

### Key takeaways (how you will differentiate)

1–3 actions from SWOT (e.g., win on speed + proof; build new pages)

## 3. Target Market

### Market segments

e.g., residential, commercial, emergency

### Geographic focus

e.g., Miami-Dade, Broward, Palm Beach

### Needs / pain points

e.g., fast help, trust, clear cost

### Desired outcomes

e.g., fixed today, warranty, peace of mind

# Section 4 - Buyer Personas

Create 1-2 personas. Keep them practical.

## 4. Buyer Personas

### Persona 1 (Primary)

**Persona name**

e.g., Busy Homeowner

**Role / context**

e.g., compares providers on Google

**Goals & priorities**

e.g., solve fast; fair price; trust

**Pain points & challenges**

e.g., fear hidden fees; low trust

**Motivations / value drivers**

e.g., reviews; warranty; fast ETA

**Objections / fears**

e.g., no-shows; upsells; cost

**Buying journey**

Steps + decision factors (e.g., search → reviews → call → choose)

**Channels & info sources**

e.g., Google Search; Maps; referrals

**Messages / offers that resonate**

e.g., same-day; upfront pricing; warranty

**Sample quote**

A line that captures the persona (optional)

# Section 5 - Marketing Strategy

Turn goals into channel priorities.

## 5. Marketing Strategy

### Core positioning & messaging

e.g., clear pricing + fast response + local proof (reviews)

### Channel strategy (priorities + why)

e.g., SEO pages + high-intent search ads + follow-up email/SMS

### Customer journey plan

e.g., search/ad → landing page → call/form → follow-up → review/referral

### Measurement plan (what, where, how often)

e.g., weekly leads/CPL; monthly ROAS/rankings; GA4 + Ads + call tracking

# Section 6 - Marketing Initiatives

Initiative 1 (more space, no overlap)

## 6. Marketing Initiatives

Define the initiative, KPI, target, and the exact steps to execute. Keep it measurable.

### Initiative 1

**Initiative name**

e.g., Local SEO service pages

**Primary KPI**

e.g., qualified leads

**Target**

e.g., +25% in 60 days

**Details (objective, key actions, owner, budget, timing)**

Use bullets: Objective • Actions • Owner • Budget • Timing • Notes

# Section 6 - Marketing Initiatives

Initiative 2 (more space, no overlap)

## 6. Marketing Initiatives

Define the initiative, KPI, target, and the exact steps to execute. Keep it measurable.

### Initiative 2

**Initiative name**

e.g., Local SEO service pages

**Primary KPI**

e.g., qualified leads

**Target**

e.g., +25% in 60 days

**Details (objective, key actions, owner, budget, timing)**

Use bullets: Objective • Actions • Owner • Budget • Timing • Notes

# Section 6 - Marketing Initiatives

Initiative 3 (more space, no overlap)

## 6. Marketing Initiatives

Define the initiative, KPI, target, and the exact steps to execute. Keep it measurable.

### Initiative 3

**Initiative name**

e.g., Local SEO service pages

**Primary KPI**

e.g., qualified leads

**Target**

e.g., +25% in 60 days

**Details (objective, key actions, owner, budget, timing)**

Use bullets: Objective • Actions • Owner • Budget • Timing • Notes

# Section 7 - Current Setup Review

Document what exists today and what to fix first.

## 7. Current Marketing Setup Review

### What's in place

e.g., website, GBP, social, tracking

### Gaps & quick wins

e.g., no call tracking, weak CTAs, slow pages

## 7. Account Snapshot (optional)

### Website / UX

e.g., stronger CTA above the fold; simplify mobile

### Speed

e.g., compress images; remove unused scripts; target LCP < 2.5s

### SEO

e.g., add service/location pages; fix titles/meta; internal links

### PPC

e.g., start high-intent search only; add negatives weekly

# Section 8 - 30/60/90-Day Action Plan

Sequence work: foundations -> launch -> scale.

## 8. 30 / 60 / 90-Day Action Plan

<b>Days 0-30 (Foundation)</b> Fix tracking, landing pages, GBP,	<b>Days 31-60 (Launch &amp; Learn)</b> Launch campaigns, test offers,	<b>Days 61-90 (Scale Winners)</b> Scale winners, improve CVR,

Notes: review weekly. If a channel misses targets for 2-3 cycles, adjust or reallocate budget.