

# ML2 Solutions

## Small Business Digital Marketing Plan Outline

This Digital Marketing Plan Outline will first explain what digital marketing is. It will then list all the sections of a digital marketing plan and give the topics that should be include in that section.

### What is Digital Marketing?

Are you not getting as many leads as you are used to? You need more sales. Revenues are down. Marketing is hard. The Yellow Pages are gone. You know you need to do more on the Internet but what? Websites are expensive. New marketing methods are confusing and difficult to figure out. You are seeing bad reviews on the Internet. Marketing is always changing. Marketing takes a lot of time. Technology is hard. You don't know what marketing is working and what is just wasting money. Your competition seems to be figuring it out.

You need digital marketing. Digital marketing is the use of marketing techniques and methods to raise awareness and get you more leads using the Internet.

Digital marketing gives your business greater visibility and credibility on the Internet. It gives you access to a wider audience. If you don't have an Internet presence, your potential customers lack information about you and miss the possibility to make a sale. Digital marketing allows you to be available 24/7/365 to reach your audience. You can target

your ideal customers. The lead generation process can be tracked. Leads can be converted to sales.

Digital marketing includes:

- Website development
- Business listings
- Paid advertising
- Conversion rate optimization
- Email marketing
- Reputation management
- Social media
- Search engine optimization
- Content Marketing
- Analytics

These 10 methods can raise awareness and get more leads with digital marketing. Individually, each method can have an effect. However, there is a synergy in combining many of the methods together. The biggest gain is in combining all 10 methods. All 10 methods can work together to create the ultimate digital marketing plan for your business to raise awareness and get you more leads.

### ***Small Business Digital Marketing Plan Outline***

Below are the individual sections and topics of a marketing plan for your small business.

## MARKETING STRATEGY

Why you need a marketing strategy?

A marketing strategy gives you a framework to set goals and then determine the tactics you will implement to accomplish those goals.

## MARKETING STRATEGY TOPICS

- Goals
- Target audience
- Buyer persona
- Competition analysis
- Budget
- Measurements

## BRANDING

### Why you need Branding?

Branding is a name, symbol or design that identifies your business as distinct from a competitor.

## BRANDING TOPICS

- Color
- Font
- Imagery
- Logo
- Tagline
- Business cards

## WEBSITE

### Why you need a Website?

A website is your main presence on the Internet and something that is completely in your control.

## WEBSITE TOPICS

- Domain name
- Website hosting
- WordPress
  - Themes
  - Plugins
- Security
- Backups
- Content
  - Site architecture
  - Navigation
  - Layout
  - Text, images, audio, video
- Basic SEO
- Monitoring
- Updates

## EMAIL HOSTING

### Why you need Email Hosting?

You should host your own email using your domain name to look more professional.

### EMAIL HOSTING TOPICS

- Email hosting companies
- Email addresses
- Email distribution groups

## BUSINESS LISTINGS

### Why you need Business Listings?

Business Listings are entries on Internet directories that help people find and contact your business.

## BUSINESS LISTINGS TOPICS

- Standard company data
  - Name, address, phone
  - Company description
  - Company history
  - Company photos
- Audit
- Accounts
  - Google My Business
  - Bing Places for Business
  - LinkedIn
  - Other websites
- Tracking



## REPUTATION MANAGEMENT

### Why you need Reputation Management?

Reputation Management is managing your reviews on Internet websites. Reviews are the new “word-of-mouth”.

## REPUTATION MANAGEMENT TOPICS

- Accounts
  - Yelp
  - Other websites
- Tracking
- Monitoring
- Responding strategy
- Review solicitation plan

## SOCIAL MEDIA

### Why you need Social Media?

Social Media is a new way to connect with your customers and humanize your business.

## SOCIAL MEDIA TOPICS

- Social media strategy
- Determine appropriate social networks
- Accounts
  - Facebook
  - Twitter
  - Instagram
  - YouTube
  - Pinterest
- Tracking
- Content calendar

## HOME SERVICE REFERRALS

### Why you need Home Service Referrals?

Home Service Referrals are websites that specialize in the home services industries and provide reviews and referrals.

## HOME SERVICE REFERRALS TOPICS

- Accounts
  - Angie's List
  - HomeAdvisor
  - Thumbtack
- Tracking
- Monitoring

## CONVERSION RATE OPTIMIZATION

### Why you need Conversion Rate Optimization?

Conversion Rate Optimization is the process of looking at business processes, recording the data and relationships and making business decisions.

### CONVERSION RATE OPTIMIZATION TOPICS

- Determine conversions that can be optimized
- Website form
- Telephone tracking
- Website landing pages
- Conversion tracking statistics
  - Marketing to leads
  - Leads to sales

## EMAIL MARKETING

### Why you need Email Marketing?

Email Marketing lets you communicate efficiently and economically directly with your customers.

## EMAIL MARKETING TOPICS

- Email marketing services
- Email address collection
- Email signup on website
- Email campaigns
  - Company newsletter
  - Service feedback
  - Upsell
  - Nurture

## SEARCH ENGINE OPTIMIZATION (SEO)

### Why you need Search Engine Optimization?

Search Engine Optimization is the process to improve your ranking on search engines and optimize your content to what people are searching for.

### SEARCH ENGINE OPTIMIZATION TOPICS

- Audit
- SEO strategy
- Keyword research
- On-Page improvements
- Local SEO
- Link building
- Rank tracking

## CONTENT MARKETING

### Why you need Content Marketing?

Content Marketing creating several different content formats to target what your potential audience is looking for.

## CONTENT MARKETING TOPICS

- Content marketing strategy
- Copywriting
- Blog
- Videos

## PAID ADVERTISING

### Why you need Paid Advertising?

Paid Advertising allows you to directly target your potential customers using paid placement of your marketing message.

## PAID ADVERTISING TOPICS

- Paid advertising strategy
- Determine ad platforms
- Keyword research
- Ad text
- Images and videos
- Landing pages
- Campaigns
  - Google Ads
  - Facebook Ads
  - Google Display
  - Remarketing



## ANALYTICS

### Why you need Analytics?

Analytics is looking for meaningful patterns of data and then making business decisions.

## ANALYTICS TOPICS

- Tracking mechanisms
  - Google Analytics
  - Google Ads conversion tracking code
  - Facebook Insights using Pixel
  - Website forms
  - Telephone tracking
  - UTM parameters
  - Email marketing
- Central database
- Linking marketing to leads
- Linking leads to sales
- Dashboards

## IT PROJECTS

Why you need IT Projects?

IT Projects create a technology foundation for your digital marketing efforts.

### IT PROJECTS TOPICS

- Line-of-Business System
- Customer Relationship Management (CRM)

## SUMMARY

A Digital Marketing Plan is composed of many methods. Using one, some or all of these methods will give you a strategy and tactics to raise awareness of your business and get your more leads using the Internet.



## CONTACT US

---

PO Box 831, Sumner, WA 98390

206-395-6522

[info@ml2solutions.com](mailto:info@ml2solutions.com)

[ml2solutions.com](http://ml2solutions.com)