

# HOW TO BUILD THE ULTIMATE MARKETING PLAN

A CHECKLIST OF 24  
COMPULSORY ELEMENTS

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## A CHECKLIST OF 24 COMPULSORY ELEMENTS

### Welcome

Putting together a framework is the first step in creating a successful marketing strategy for your business.

It doesn't have to be complicated in order to deliver great results.

In fact, a 'fill-the-gaps' style checklist is the perfect template to work from.

The checklist that follows outlines the 'must-have' elements to include in your marketing plan.

Your aim will be to convert the list into tasks you can plan, organize and manage.

Ultimately, you end up with a powerful marketing map that will help you expand reach, amplify awareness, build know-like-& trust in your brand and most importantly accelerate growth and multiply profits in your business.

### How To Use

Whether you're an executive in a large company, a Marketing Manager or an entrepreneur working on your own business, this checklist will help you cover all bases, avoid mistakes and accomplish more faster.

First, read the entire checklist from start to finish.

Make notes, answer all questions and list all the strategies you currently employ.

Highlight key areas of focus and any strategies that you would like to improve upon or optimize.

Start expanding your plan by documenting the key elements you will include in your revised plan.

List next steps and key tasks you need to action.

Set hard deadlines for completion of each.

Allocate an internal or external resource to undertake the strategic execution.

### How Can We Help?

If you would like some help along the way to get stuff done feel free to send an e-mail to [info@level10digitalmarketing.com](mailto:info@level10digitalmarketing.com) with '*Complimentary Checklist Chat*' in the subject line.

Our team are here to help.

# The Checklist

*"Checklists...remind us of the minimum necessary steps and make them explicit. They not only offer the possibility of verification but also instill a kind of discipline of higher performance."*

**Atul Gawande** - American Surgeon, Writer, Author

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1. Digital Marketing Plan
2. Key Steps in a Plan
3. Target Market
4. Ideal Client or Most Profitable Customer
5. Branding
6. Customer Acquisition Journey
7. Website & Landing Pages – Optimize
8. Claim Your Listings
9. Promotional Plan
10. Choose Your Channels
11. Create a Lead Magnet
12. Create a High Converting Offer
13. Design and Build an Effective Conversion (Sales) Funnel
14. Create E-mail Sequences
15. Set Up E-mail & Marketing Automations
16. Set Your Budget
17. Estimated Return on Investment (ROI)
18. Set Up Tracking & Measurement
19. Set Up KPI's
20. Launch Your Campaigns
21. Choose Your Weapons - Tools
22. Delegate & Outsource (Get Virtual Assistance)
23. Build a Content Marketing Strategy
24. Plan Strategically, Remain Flexible

# The Checklist Explored

“All you need is the plan, the road map, and the courage to press on to your destination.”

Earl Nightingale (American radio personality, Writer, Speaker)

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## 1. Digital Marketing Plan

What is the ultimate purpose of your digital marketing strategy?

A digital marketing plan is a document sharing the details for your digital marketing campaigns or actions.

It is to detail, among other things;

- Short, medium and long-term business goals
- The strategies to achieve the goals at the digital level
- The channels to use
- Action and development plans
- Investment and budget
- The timing and roadmap

It must document how your organisation’s strategic objectives will be achieved through specific marketing strategies and tactics, with the customer as the starting point.

## 2. Key Steps in a Plan

- Situational Analysis using SWOT (Strengths-Weaknesses-Opportunities-Threats)
  - Internal Ecosystem ie: What you are already doing
  - External ie: Looking at your market as a Whole
- Establish Digital Marketing Goals – What specifically do you want to accomplish?
- Define the Marketing Strategy – How will you achieve your goals?
- Outline the Digital Campaigns and Tactics that will form part of your broader strategy
- Set up to Measure Results & KPI’s

## 3. Target Market

- What is your target market?

It is said that the ‘riches are in the niches’.

Identify some clear blue water (marketspace) to operate in.

#### 4. **Ideal Client or Most Profitable Customer**

- Who is your ideal client?

Your answer will reflect the avatar or persona of the perfect buyer of your product or service.

#### 5. **Branding**

Branding is one of the most important steps to get right before you activate any digital marketing or social media marketing activities.

Build a brand that;

- Provides value - What problem is your brand solving?
- Is remarkable - Your brand solves it in a way that people make remarks about it (people say great things about your brand)
- Is memorable - Your brand brings experiences worth remembering
- Easy to recall - When asking potential customers what brands offer your type of products or services, people can easily name your brand as an option
- Easy to recognise - When showing potential customers your brand logo people can easily recognise it

#### 6. **Customer Acquisition Journey**

A customer acquisition or customer purchase journey refers to the phases all customers experience when building a relationship with your business. These phases can include awareness, comparison, preference, trial, purchase, evaluation, loyalty (repeat purchases), referral, advocacy, education, recommendation (as an influencer or advocate).

Map out every step of that journey starting from the end goal or destination, tracing all the way back to the first touch point they have with your business.

#### 7. **Website & Landing Pages – Optimize**

Make sure you website and landing pages are;

- Mobile friendly
- Responsive
- Easy to Navigate and understand – make sure visitors can access the most information quickly and easily
- Use high quality, high resolution images that are clear and readable (if you have text added)

## 8. Claim Your Listings

- Search Engines – These include;
  - Google My Business (GMB)
  - Bing Places
  - Apple Maps Connect
  
- Social Media Business Profiles - Business Pages. Set them all up, even if you don't use them. These include;
  - Facebook, Instagram, LinkedIn, Twitter, Pinterest & Snapchat
  - Tumblr, Quora & Reddit
  
- Online Directories – Here are 10 examples for each region;
  - Australia
    - Yellow Pages, Local Search, Search Frog, Pure Local, Yelp, Hot Frog, Aussie Web, Start Local, Word of Mouth (WOMO), One Flare
  
  - United Kingdom
    - Yell, Yelp, Scoot, Foursquare, Free Index, Hot Frog, All In London, Approved Business, Opendi, Local Data Search
  
  - USA
    - Zillow, Yelp, Whitepages, Better Business Bureau (BBB), Kudzu, Thumbtrack, USdirectory, CitySquares, Angie's List & Local.com

## 9. Promotional Plan

Promotional strategies are part of a great digital marketing plan.

Promotions allow business owners and marketers to bring new clients at a rapid pace by offering them special benefits or added value for a limited time period.

## 10. Choose Your Channels

Will you be doing SEO, Google AdWords, Online affiliates, Email Marketing, Social Media Advertising, Display Advertising, Direct Mail Marketing and / or Re-marketing?

With so many options, it might not be easy to know how to decide or where to start.

New business owners and entrepreneurs may have a limited budget, resources and time to spend promoting their marketing campaigns on all digital marketing channels available, therefore, you need to think strategically on which channels you might like to test first.

### **11. Create a Lead Magnet**

A Lead Magnet is an irresistible bribe offering a specific chunk of value to a prospect in exchange for their contact information.

The goal of the Lead Magnet is to maximize the number of targeted leads you are getting for an offer.

### **12. Create a High Converting Offer**

Key elements of compelling offer include;

- Be 100% clear about what it is
- Offer great value
- Deliver a discount or offer a premium
- Explain your offer
- Create urgency to get an immediate response
- Include a strong call-to-action

### **13. Design and Build an Effective Conversion (Sales) Funnel**

Each step will reflect one phase of your customer's journey.

These phases are; (i) Outreach, (ii) Conversion, (iii) Closing and (iv) Retention

Top of your funnel is where the 'marketing' happens. It needs to be very engaging and focused purely on establishing and building a relationship

Define what needs to be in place at every step to push customers through every phase of the funnel

### **14. Create Relationship Building E-mail Sequences**

### **15. Set Up E-mail & Marketing Automations**

### **16. Set Your Budget**

If you invest too little, your message won't make it to your target audience. If you invest too much, you won't have reserves to channel into other important areas of your marketing plan.

You need to figure out;

- How much money to invest into digital marketing

- How much of that goes to each specific channel – Social Media Ads, Search Engine Marketing (SEM), E-mail Marketing
- What tools you might need and the ongoing investment to run them
- Any other associated outlay attached to the execution of your overall plan

### 17. Estimated Return on Investment (ROI)

What return on investment do you expect to make from your marketing efforts?

Set up tasks and tools to accurately track ROI.

>>> If you don't know what ROI is and how to measure it, then get some help from an experienced digital marketing consultant. You might like to have your own Virtual Marketing Manager? If you would like to find out more how you can do that send an e-mail to [info@level10digitalmarketing.com](mailto:info@level10digitalmarketing.com) with subject 'Virtual Digital Marketing Manager' in the subject and our Founder & Lead Strategist will personally reply to you.

### 18. Set Up Tracking & Measurement

Set up tools to track and measure your performance and ROI.

Here are a few 'must-haves';

- Google Analytics (GA)
- Google Search Console
- Google Tag Manager
- Social Media Marketing

### 19. Set Up KPI's

At the end of this article you will find a table that outlines a stack of KPI's by Category (Table 1).

The vast majority of these KPIs (with the exception of Conversion Rate, Conversions and Sales) are simply indicators of performance, but not directly tied to revenues.

There is no need to track all of these metrics. Aim to discover which of the KPIs in the table below have a high 'conversion or revenue leverage' (correlate with higher downstream conversions).

Track and analyze the data that allow you to calculate the revenues generated and costs incurred for each of your campaigns (because these will feed your ROI calculations).



## 20. Launch Your Campaigns

Outline the types of campaigns you will run.

Their primary aim is to entice potential customers to buy from you, buy more often, buy more premium, buy more quantity and/or help them bring new customers to you.

Give thought to how your campaigns relate to key company, industry, community, national or international events that are highly relevant to your customer purchase journey.

## 21. Choose Your Weapons – Tools

There are a large number of tools available to help streamline management of your digital marketing efforts.

To read more about tools click here > [41 Must Have Digital Marketing Tools](#)

To see a list of all the tools we use and love, copy and paste the following link > [level10digitalmarketing.com/tools-we-love](http://level10digitalmarketing.com/tools-we-love) or send us an e-mail with 'Tools We Love' in the subject line and we will send it to you

## 22. Delegate & Outsource (Get Virtual Assistance)

It's easy to talk about delegation, but it's not so easy to do.

It's a critical business decision. It enables many of the tasks that are handled by you and that take up much of your valuable time, to easily be passed on to someone else.

Owners who do not learn to delegate responsibilities and outsource tasks often end up stunting their company's growth.

E-mail [info@level10digitalmarketing.com](mailto:info@level10digitalmarketing.com) with '*Virtual Digital Marketing Manager*' in the subject line if you would like to explore how you can get a Virtual Marketing Manager for your business. Gain immediate access to an expert resource that can help your business grow using Google PPC, SEO, Social Media Advertising, Website Design and Optimisation, E-mail Marketing, Marketing Automation and much more.

## 23. Build a Content Marketing Strategy

If you're not currently posting content consistently then work towards creating a plan that ticks off a few key things, which help identify the following:

- What social media platforms do your ideal customers / clients typically use?
- What content ideas would your target audience want to see? (Informative, entertaining, personal)
- What types of content will you post and how frequently will you post?

The key is to create a consistent stream of content that your ideal customers find valuable, in some way, and want to engage with.

Commit to posting consistently and frequently.

#### **24. Plan Strategically, Remain Flexible**

Leave space on your timelines to fill in as you go

Continually monitor and identify;

- (i) Where can you refine / improve
- (ii) What KPI's are relevant at each phase
- (iii) Where is your traffic coming from
- (iv) Where is your traffic flowing too
- (v) What tools / channels / tactics are working better than others

#### **Conclusion**

With the Ultimate Marketing Plan Checklist at your fingertips, you now have a definitive guide and template to build a strategic marketing plan to get great results.

Go hard!

Make it happen!

Here's to your success,

**Anthony Boyatzis**

**Level 10 Digital Marketing – Founder & Lead Strategist**

PS; When you're ready, here are 4 ways I can help get your marketing to accelerate growth and increase profits in your business;

#### **1. Download a Free Copy of the PDF**

Read about the '**6 Invincible Sales & Marketing Strategies to Accelerate Growth & Multiply Profits In Your Business**' > [Click Here To Download Your Free Copy](#)

#### **2. Book a Call**

Need some help to design a Custom Marketing Plan for your business? One that will get you to your destination much quicker? Book a Call today.

Fear not! I buy my time for you. It's 100% gratis on me! There is No Cost to You.

There will be No Pitch, No Catch and No Obligation to you.

It's a risk-free proposition where you have everything to gain!

Click Here >>> [Book a Call](#)

### 3. Join our Innovation Marketing System (IMS) Program

An easy to consume 8-week online course, with quick to implement strategies, that will help you learn and cement in place the rock-solid Digital Marketing foundations used by our Client's who have built 6-, 7- and 8-Figure Businesses.

Click Here >>> [Read More About the IMS Program](#)

### 4. Work With Me – Your Own Virtual Marketing Manager

If you'd like to have a Virtual Digital Marketing Manager working with you and on your business marketing, just send through an email with 'Virtual Marketing Manager Chat' in the subject line to [info@level10digitalmarketing.com](mailto:info@level10digitalmarketing.com) and... tell me a little about your business and what you'd like to work on together, and I'll get you all the details!

Table 1

KPIs BY CATEGORY					
Marketing	Email	SEO	Pay-Per-Click	Social Media	Website
Cost Per Acquisition	Open Rate	Sales	Cost per Click	Amplification Rate	Website Traffic
Market Share	Conversion Rate	Leads	Click-Through Rate	Applause Rate	Unique Visitors
Brand Equity	Opt-Out Rate	Conversion Rate	Ad Position	Followers & Fans	New vs Returning Visitors
Cost Per Lead	Subscribers	Visits	Conversions	Conversion Rate	Time On Site
Conversion Rate	Churn Rate	Time On Site	Conversion Rate	Landing Page Conversion Rate	Average Time On Page
Click-Through Rate	Click-Through Rate	Time On Page	Cost Per Conversion	Return On Engagement (ROE)	Bounce Rate
Page Views	Delivery Rate	Landing Pages	Cost Per Sale (CPS)	Post Reach	Exit Rate
Bounce Rate		Keyword Rankings	Return On Ad Spend (ROAS)	Klout Score	Page Views
Share of Voice (SOV)		Page Views	Wasted Spend		Page Views Per Visit
Online Share of Voice (OSOv)		Bounce Rate	Impressions		Traffic Sources
		Indexed Pages	Quality Score		Geographical Trends
		Increase in Non-Branded Search Traffic	Total Spend		Mobile Visitors
		Increase in Branded Search Traffic			Desktop Visitors
		Referring Websites (Backlinks)			Visits Per Channel
		Domain Authority Page Authority			

SOURCE: Content Marketing Institute

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