

## Creating Your 2019 Digital Marketing Strategy

*This worksheet is to be used in combination with the 'Creating Your 2019 Digital Marketing Strategy' webinar by Advisor Websites.*

### **Step 1 - Finding Your Niche**

#### **Who are your ideal customers?**

*(Who do you make the most profit with? Who do you enjoy working with?)*

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#### **What are their insights?**

*(What do they want more of and less of? How do they evaluate their options? What are their rational needs and what are their emotional needs? What are their hopes, fears and frustrations?)*

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#### **What is your outcome?**

*(what is the benefit you're committed to delivering for your customer? How will you make their life better or their business stronger?)*

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#### **What is your because?**

*(Why should they believe you can deliver your outcome better than your competition? What language will they use when they refer you to someone else? "You have to use them because....")*

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### **Step 2 - Website Strategy**

**Write down what you answer 'no' to:**

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### **Step 3 - Content Strategy**

**Write down what you answer 'no' to:**

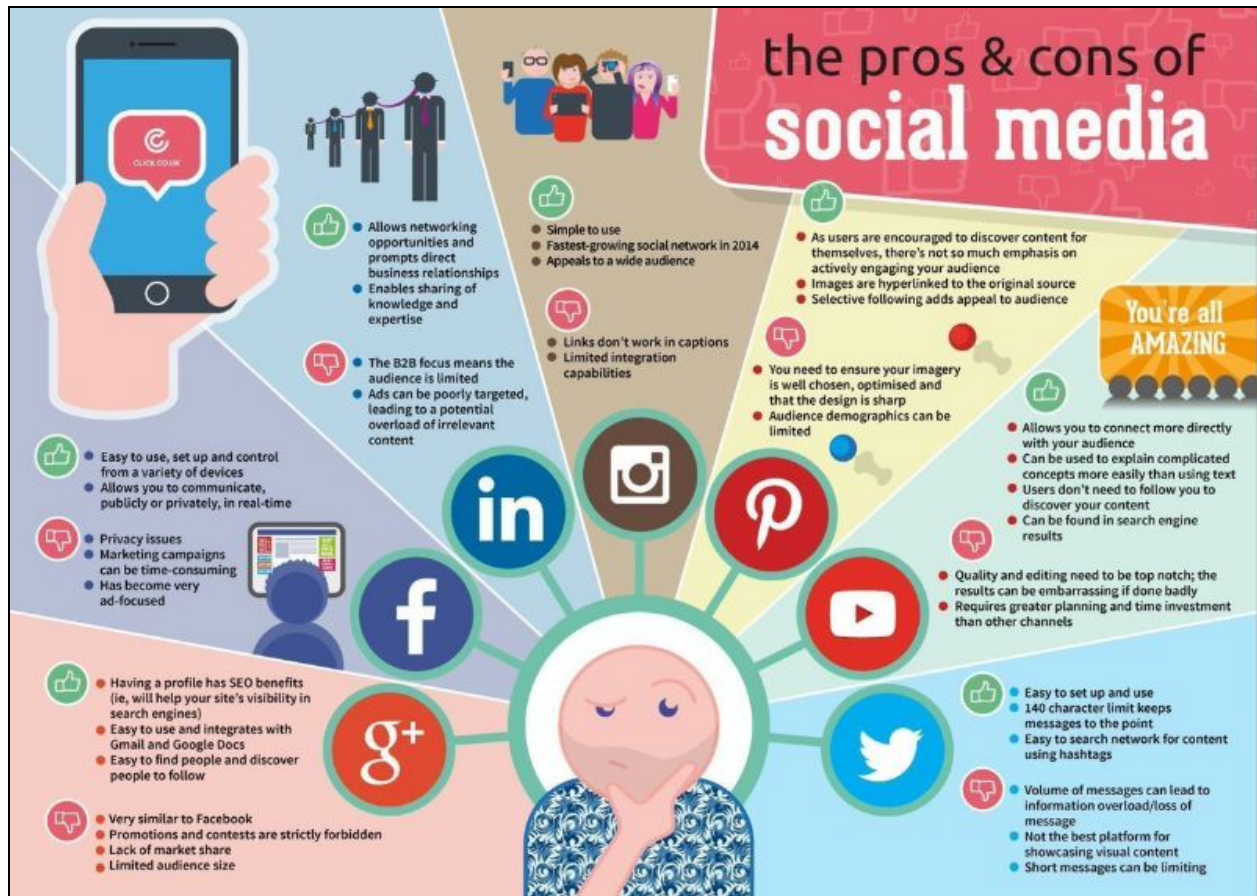
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### **Step 4 - Social Media**

**What platform are your clients on?**

*(LinkedIn, Facebook, Instagram, Twitter, YouTube, etc.)*

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<https://www.click.co.uk/resource/the-pros-cons-of-social-media/>

### Step 5 - Email Marketing

What types of emails would you like to send?

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**January 2019 Plan****Post frequency?**

We recommend 2-3 items per week.

**Things to include in January 2019 plan**

- Block out time to action website strategy items
- Block out time to action content strategy items
- Blog/video/infographics
- Social media posts
- Email marketing

<b>JANUARY 2019</b>						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

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