**SAMPLE TEMPLATE – STRATEGIC DIGITAL SALES PLAN**

**Section 1: Digital strategy summary**

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| **Objective** | **Why** | **Strategies/actions to achieve your objective** | **KPIs** |
| **Objective 1: REACH**  Increase the reach of our website from 50,000 unique visitors per month to 60,000 over 12 months | This is a 20% increase. We increased by 15% the previous year without SEO. We are putting increased investment in SEO and expect to see significant improvements in organic traffic. We are also going to build out our content strategy to rank for more keywords. | * Proactive SEO * Content development * Paid advertisement e.g., Facebook ads, Google Ads * Co-marketing initiatives to leverage new audiences. | Increase volume/percentage of   * Natural search visits, monthly increments * Analysis of breakdown of traffic with measurement for each main traffic source. |
| **Objective 2: ACT**  Increase the number of social share actions from 0.5% to 1% within 12 months | Based on improving quality of content. | * Branded content campaigns scheduled monthly * Creation of cornerstone content * Regular daily/weekly features * Better sharing facilities on our website * Increased activity on social media channels * Social media influencer outreach and relationship building. | * Number and percentage of social share actions * Conversion to sale (multichannel funnels in Google Analytics) * Conversions from social media sharing and assisted conversions. |
| **Objective 3: CONVERT**  Increase our web conversion rate from 2.1% to 2.6% | Based on:     * Current low mobile * Conversion rate (a quarter of desktop on smartphone) and no mobile compatible website * Average conversion rate low compared to industry * Not enough focus on building and optimising funnels and measuring of each stage. | * Implement mobile responsive site * Regular CRO programme of site page templates including testing of brand messaging/OVP * Development of in-house skills for building and optimising funnels * Improved measurement for all stages of the funnel * Retargeting visitors at various stages of booking process. | * Bounce rate * Add-to-cart conversion * Overall conversion rate * Revenue per visit. |
| **Objective 4: CONVERT**  Increase average order value from €158 to €75 within 12 months | * No good upsell program in plan * Funnel development and optimisation not focused on. | * Much better funnel design with good upsells/down sells * Follow on email nurturing series to add on upsells. | * CTR on cross/up-sell recommendation * Overall conversion rate * Revenue per visit. |
| **Objective 5: ENGAGE** Engage our customers so that 2% recommend us to their friends | * Not enough focus on encouraging users to share holiday experiences on social media * Not good sharing in place * Not enough focus on reviews. | * A strong focus on building and tracking reviews (implementation of review tool) * Better sharing facilities across the whole site * Create campaigns to encourage more engagement with customers. | * Increase in social sharing/brand mentions * Net promoter score * Position in search results in TripAdvisor. |
| **Objective 6: ENGAGE** Improve repeat customer conversion from 8% to 12% | * Not good email nurturing series in place * No good database segmentation. | * Improved marketing automation for customer emails * Improved social selling via emails * Personalisation messages to signed-in/cookied customers. | * Percentage of customer e-mail list active (different cohorts) * Percentage site visits in 6 months * Customer satisfaction. |

**Section 2: Situation analysis**

**2.1 Current performance**

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|  | **Volume** | **Quality** | **Value** | **Additional KPIs** |
| **REACH**  Awareness and site visits | 250,000 monthly  Unique visitors  (400,000 visits and 4 million page views) | 28%  Average bounce rate | Revenue per visit  €1.22 | 43% organic visits |
| **ACT**  Interaction and leads | 2,000 monthly enquiries | 10% conversion rate for all enquires | Revenue per customer session  €159.00 | 10 page views  per visit |
| **CONVERT**  Sales and profit | 8,400 orders per month | 95% order to payment to sale conversion  2.1% overall conversion | €287,200 sales per month | Average order value  €158.00 |

**2.2 Target audience personas**

For each target persona, outline their online behaviors and what they expect from your website.

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| --- | --- | --- | --- | --- |
| **Name** | **Description** | **Online behaviour** | **Content wanted from our website** | **Functionality expected from our website** |
| Emma (Great Escaper) | * Female, aged 34 – 41 with two children under 10 * Has returned to part-time work and is busy juggling home and work. | * Does her research in the evenings? * Tends to use her iPad so she can stay in the same room as the kids * Books during the day from her laptop. | * Likes to be given suggestions for activities; hints and tips * Image hungry * Likes to download and print PDFs to show to her husband. | * ‘One click’ ordering * Keen on next day delivery. |

**Section 3: Strategy to achieve objectives**

Our objectives are shown here, with the rationale so we are clear on the targets.

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| **Objective 1: Reach: Increase the reach of our website from 50,000 unique visitors per month to 60,000 over 12 months** |

Describe in more detail your rationale for this objective, how it will contribute to your overall digital sales goal, the actions or strategies you are going to implement to achieve this objective and finally how you will measure your progress and success (including how frequently you will review your progress).

For example, if your objective is based on increasing website visits you could explain where the increased traffic will come from - o**rganic, partner sites, PPC, social channels, adverts.**

***Actions***

1. Proactive SEO, do keyword analysis for each of our segments
2. Identify 3 - 5 websites we could partner with in each target market
3. Optimise current site – hire an SEO consultant to review and evaluate our site
4. Implement a content marketing strategy.

***Measure***

The measurement of the work for SEO can be done through the traffic generated but also the results of this traffic. You could increase your traffic with keywords that are not generating any conversions which means you wasted money.

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| **Objective 2: ACT: Increase the number of social share actions from 0.5% to 1% within 12 months** |

*As above*

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| **Objective 3: CONVERT: Increase our web conversion rate from 2.1% to 2.6%** |

*As above*

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| **Objective 4: CONVERT: Increase average order value from €158 to €75 within 12 months** |

*As above*

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| **Objective 5: ENGAGE: Engage our customers so that 2% recommend us to their friends** |

*As above*

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| **Objective 6: ENGAGE: Improve repeat customer conversion from 8% to 12%** |

*As above*

**Note: All of the above objectives, measurements and actions are examples**

**Section 4: Actions to implement the digital strategy**

This section is brief as the actions needed to implement the strategy have already been described above.

**Summary of actions and budget**

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| **Action** | **Detail** | **Who** | **When** | **Budget** |
| **Keyword analysis for each target segment** |  |  |  |  |
| **Identify 3-5 partner websites** |  |  |  |  |
| **Optimise current site** | Hire an SEO consultant to optimise our site for the keywords identified by keyword analysis | SEO Consultant | Month and year | €XXXX.00 |
| **Implement a content marketing strategy** |  | Digital Marketing Manager | Month and year | €XXXX.00 |