Title

Subtitle Goes Here

[**EXECUTIVE SUMMARY 3**](#_1fob9te)

[**INTRODUCTION 4**](#_3znysh7)

[**OBJECTIVES & GOALS 5**](#_2et92p0)

[Objective 1 5](#_qb2vn3kpa6js)

[Objective 2 5](#_2kbzbfpkhf7w)

[Objective 3 5](#_w5sxf363q816)

[**RESEARCH & ANALYSIS 6**](#_tyjcwt)

[Situational Analysis 6](#_3dy6vkm)

[Segmentation & Audience 6](#_2s8eyo1)

[Competitor & Market Analysis 6](#_1t3h5sf)

[Digital Audits 6](#_4d34og8)

[**STRATEGY 7**](#_3rdcrjn)

[**TACTICS & IMPLEMENTATION 8**](#_lnxbz9)

[Campaign Planning 8](#_35nkun2)

[Paid Channels 8](#_1ksv4uv)

[Search Engine Advertising 8](#_44sinio)

[Display Advertising 8](#_2jxsxqh)

[Social Advertising 8](#_z337ya)

[Owned Channels 9](#_1y810tw)

[Search Engine Optimisation 9](#_4i7ojhp)

[Social Media Marketing 9](#_2xcytpi)

[Email & Content Marketing 9](#_1ci93xb)

[Measurement 9](#_vv0toglloph)

[**RECOMMENDATIONS 10**](#_1pxezwc)

[**DISCUSSION 10**](#_y9loxrhxbj3i)

[**REFERENCES 11**](#_2p2csry)

[**APPENDIX I 11**](#_w1yvrac6z9rb)

# EXECUTIVE SUMMARY

A **summary** outlining the key aspects of the report

* Introduction to the company
* Background of the project
* Objectives
* Current Situation
* Strategy
* Recommendations / Results
* Conclusion

# INTRODUCTION

Make it succinct, to the point

* Set the scene – give an overview of the company, their mission and vision. What’s their long-term business goals?
  + What is the company all about - what is their overarching commercial goals / strategy. What is the problem you are trying to address / solve
* Outline any competitive advantage or value proposition that digital marketing may give to the company – how do you convince senior management that this is the way to go. You can expand on this in the strategy section.

# 

# OBJECTIVES & GOALS

* State and validate your objectives and goals.
* Discuss how the goals fit into the long-term strategy of the company
* Use SMART objective framework

## Objective 1

Increase sales / leads by 15% year on year using paid search tactics.

* Explanation of where this objective came from based on what insights?
* How do you measure this? (though google analytics)
* Is it likely to be achievable? (based on previous years target achievement)

## Objective 2

Increase awareness / reach by attaining 25% increase in website visitors year on year in the 25-34 age segment / (male & female).

* Explanation of where this objective came from based on what insights?
* How do you measure this? (though google analytics) Is it likely to be achievable? (based on previous years target achievement)

## Objective 3

Increase engagement on the website based on users interacting with a tool or download or time on site by 50% year on year using search engine optimisation.

* Explanation of where this objective came from based on what insights?
* How do you measure this? (though google analytics) Is it likely to be achievable? (based on previous years target achievement)

# RESEARCH & ANALYSIS

## Situational Analysis

* Where is the company currently in terms of achieving their objectives?
* Review previous data

## Segmentation & Audience

* Who are the buyer personas?
* Any insights about the customer segments – any special considerations?
* How do the customers behave online?
* Plan what your targeting will be later in the strategy and tactics section

## Competitor & Market Analysis

* Who are the main competitors and how do they compare with the client?
* What is the current state of the market? Any insights?
* Pick 2- 3 competitors and try to reverse engineer their strategy

## Digital Audits

* SEO Audit, Technical Website Audit, Advertising Audit, Analytics Audit
* Summary Table - Call out high level recommendations, but keep detail and discussion for later

# 

# STRATEGY

Due to the current situation…

Our primary objective is to increase sales / leads by 15% year on year using paid tactics. We have identified that the key segment that drove sales last year was the 25-34 female cohort. We intend to (a) update the website to tailor content to this segment in a specific landing page. (b) target the audience with Google Display ads…. We will measure effectiveness using…

* This is where you pull together your research and insights into a top line strategy.
* State what tactics you think will meet the brief & objectives
* State why you think the chosen tactics are the right way to go?
* Any special considerations or insights to differentiate?

Future plan is to launch a digital activation plan once … using the following tactics….

# 

# 

# TACTICS & IMPLEMENTATION

* This is the implementation part of the report
* If you have a project timeline / plan include it here at the start
* Outline the tactics you are using – focus on the reasons you are using them and how you are implementing them
* Call out some of the tactics you are not using and why
* Report any challenges that you experienced during the feasibility / implementation and discuss how you might overcome these challenges in any future client projects

## 

## Campaign Planning

Include here an overview of the planning of the campaign, the tactics you are proposing to use and the rationale.

## Paid Channels

### Search Engine Advertising

If you are not using call out rationale as to why - make it plausible

Provide rationale and evidence as to why it is appropriate as a tactic. It was appropriate because:

* Benchmarking / other similar case studies (find online)
* Your target audience is using this channel
* Your competitors are actively pursuing this strategy
* Example of what a best practice ad looks like
* Targeting / Timing etc

### Display Advertising

### Social Advertising

## Owned Channels

### Search Engine Optimisation

Immediate quick fixes from audit

* Technical SEO quick wins - engage development team
* Improved title tags etc
* Secondary Tags tags
* How to improve page load time on what page etc (e.g. reduce image size in the header etc)
* Content strategy

### Social Media Marketing

### Email & Content Marketing

## 

## Measurement

* What goals in analytics etc
* What metrics align to my KPIs for my objectives

# 

# RECOMMENDATIONS

* State the results of audits and analysis and any insights from them
* Search Ads recommendations going forward
* Any results from feasibility planning
* Longer term Ongoing SEO Plan look like - backlinks, ongoing keyword research, improving website technical features
* UX improvements - Landing page improvements, moving CTA

# 

# DISCUSSION

* Bring the whole document together in the discussion
* Call out any insights and discuss how they may apply to any future work you might do in similar projects.
* Include any research or supporting material to back up your insights
* Include any recommendations for future work and why you are recommending them

# REFERENCES

Call out any sources / materials or references that you used

# APPENDIX I

You can have an Appendix section also following this which can include any tables (e.g. keyword research), graphics (sample ads) or other elements that are too long or big for the main document