

DIGITAL MARKETING WORKBOOK

Have you ever stopped to consider if you have the right pieces in place to execute effective marketing? Have you gotten buy-in from key stakeholders on core goals, direction, and the investment you need to see those realized? Do you have internal and external resources that can help execute on those goals and measure your progress?

If you're unsure, we've prepared a workbook as a starting point. We've built it based on our experience working with successful brands and businesses.

If there are gaps, we suggest closing those before you start to spend more on marketing your business, if you need help, feel free to reach out.

PHASE 1: STRATEGY & PLAN

Successful brands operate from a solid base. They have a clear understanding of the core goals of their business, allowing them to take actionable steps to achieve them. A solid marketing strategy and knowledge of your brand and business are vital to building a thriving enterprise. Too often, brands start marketing without a defined and deliberate strategy.

Begin with these exercises to identify whether or not you have a complete and current Marketing Strategy.

Business & Brand Goals

List your primary and secondary business or brand goals, keep in mind that a goal must be SMART (Specific, Measurable, Attainable, Relevant, and Time-Bound).

PHASE 1: STRATEGY & PLAN

List your main KPIs (Key Performance Indicators), a KPI must be the measure to determine the effectiveness in your marketing activities and should serve as a point of reference for every online & offline activity:

Business Goals	Brand & Awareness	Sales & Revenue	Other
KPI			
Benchmark			
Target Amount			
Timeframe			

TIP:

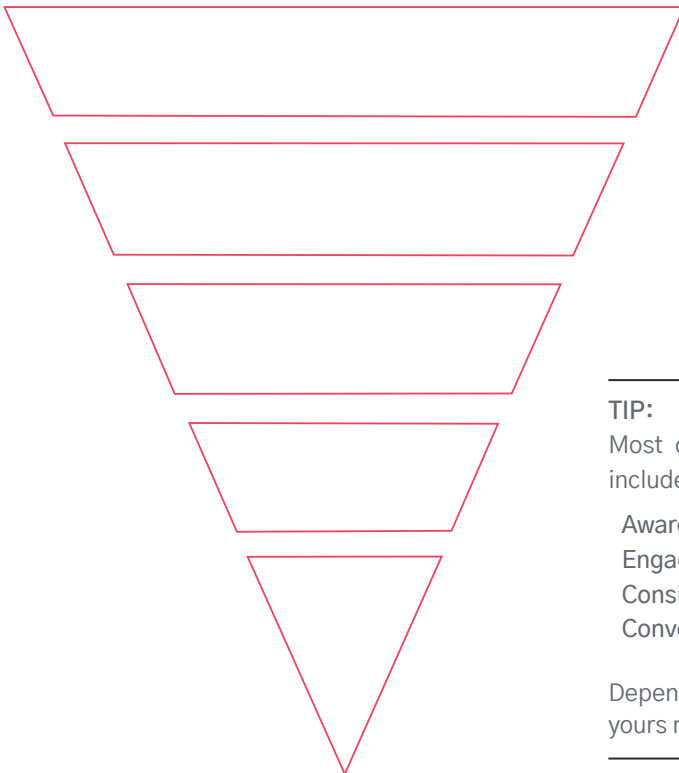
Start with your business goals and select the most relevant KPIs. Remember no two businesses are the same.

PHASE 1: STRATEGY & PLAN

User Journey

Consumers may not purchase your products or services the first time you engage with them. Defining a user journey or marketing funnel will allow you to understand where your potential customers are, what content they are viewing at each stage, and how you can guide them through the funnel.

Fill out the following funnel to identify the stages of your consumer's journey:



TIP:

Most of our clients marketing funnels include:

- Awareness
- Engagement
- Consideration
- Conversion

Depending on your business model yours may have more or fewer steps.

PHASE 1: STRATEGY & PLAN

Communication Channels

Where do you want to connect with your consumers? List all of the owned, earned and paid channels you have/want to use to communicate with your customers. Some examples: Website, Facebook, Instagram (paid & organic), Blog, Search (SEO & SEM), etc.

Paid	Organic

Other Key Strategic Elements to Consider

Beyond goals and KPIs there are other important elements that contribute to a solid brand foundation. You might want to ask yourself if you have finalized versions of these:

- A Go To Market (or Marketing) plan with budget
- A list of Marketing Activities tied to business goals
- A Content Plan with a defined messaging and cadence
- Analytics and Reporting to measure against your KPIs

PHASE 2: BRANDING

A brand is more than just a logo. It is a system and set of rules for how your brand is communicated in the market. In order to have those rules, there are some fundamental pieces every business or brand should have.

The Basics

Ask yourself the following questions

- Do I have a brandbook?
- When was the last time I updated our brandbook?
- Does it still reflect who we are as a brand/business?
- Is our brand updated for digital channel communications?

One trick:

Gather reference brands or companies and list them here, specify why you like them.

PHASE 2: BRANDING

Brandbook

Your brand is your most valuable asset, it's the way the market perceives your company and how you differentiate yourself competitors to attract your ideal customers.

Brandbook checklist:

- | | |
|--|---|
| <input type="checkbox"/> Brand Architecture Definition | <input type="checkbox"/> Iconography |
| <input type="checkbox"/> Naming | <input type="checkbox"/> Image Style |
| <input type="checkbox"/> Tagline | <input type="checkbox"/> Web Guidelines |
| <input type="checkbox"/> Mark & Wordmark | <input type="checkbox"/> Packaging |

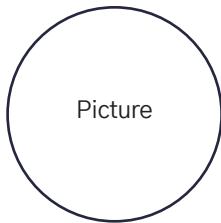
PHASE 3: MESSAGING & POSITIONING

Messaging & Positioning is the extension of your brand into a defined market with target buyers, your primary competitors, and a concrete description of how you are different – or, why your target customers should care.

Building a Persona

A persona is more than a bullet list of demographic attributes; it talks about the specific pain points your target(s) might have and how they solve their needs. Mapping out your personas will let you identify where and how your business or brand becomes relevant to them.

Start with this as a template:



Name:

Job Position:

Short Description:

Goals:

Frustrations:

PHASE 3: MESSAGING & POSITIONING

Differentiators

The differentiators are the main characteristics that make your business or brand unique to the consumers. Finding your differentiators is key to standing out from your competitors.

List 5 things that make you different from your competitors (Tip: it's always good to have an outsider's look if you need an extra set of eyes, we can help):

Brand Architecture Definition

1. _____
2. _____
3. _____
4. _____
5. _____

Positioning

With your differentiators in mind, write down your positioning statement. This also can serve as your brand descriptor and can be applied in multiple places.

Short Description

PHASE 3: MESSAGING & POSITIONING

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Shorter Description

Shortest Description

Messaging

Your company's messaging shapes the way you talk to your potential and existing consumers. With good messaging in place, your brand or company will sound consistent across all channels – website, campaigns, or social media.

Consider the following to shape your brand's messaging:

- Benchmark on Direct Competitors
- Core Value Proposition
- Brand Personality
- Brand's Attributes
- Content Pillars
- Content Plan

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DIGITAL MARKETING
WORKBOOK

45/RPM is in the business of helping enterprises build their brands and grow. We excel at strategy, branding – and content production and provide unparalleled tactical marketing execution.

LET'S TALK ABOUT YOUR PROJECT.

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