

# DIGITAL MARKETING PLANNER

## DIGITAL CHANNELS OVERVIEW

NO	CHANNEL	TARGET AUDIENCE	KEY METRICS
1			
2			
3			
4			
5			

## CONTENT CREATION PLAN

CONTENT TYPE
DISTRIBUTION CHANNELS
COLLABORATION PARTNERS

## EMAIL MARKETING CALENDAR

DATE			
EMAIL TYPE			
AUDIENCE SEGMENTATION			
CALL-TO-ACTION			

## PPC ADVERTISING CAMPAIGNS

CAMPAIGN
BUDGET ALLOCATION
KEY PERFORMANCE INDICATORS

**SOCIAL MEDIA PLAN**

DATE				
PLATFORM				
CONTENT TYPE				
ENGAGEMENT TACTICS				

**BUDGET ALLOCATION FOR DIGITAL CHANNELS**

CHANNEL
BUDGET ESTIMATE (\$)
ALLOCATION JUSTIFICATION

**SEO STRATEGY**

NO	ACTIVITY	TIMELINE	RESPONSIBLE TEAM/INDIVIDUAL

**KEY PERFORMANCE INDICATORS (KPIs)**

NO	KPI	TARGET METRICS	DATA SOURCE