

SHE
LEADS
DAILY

CREATE A SUCCESSFUL ONLINE MARKETING PLAN WORKBOOK



LESSON 1: INTRODUCTION

Understanding Digital Marketing

What is digital marketing?

Digital Marketing is _____

For the purpose of this course, we are going to be focusing on:

1. _____
2. _____
3. _____

The Digital Marketing Funnel



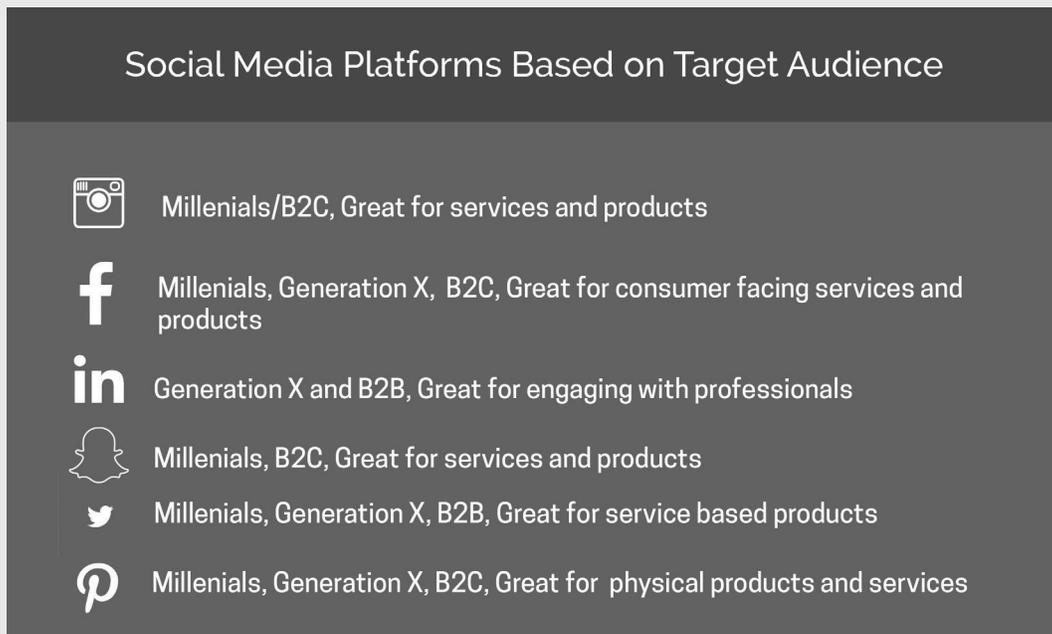
LESSON 2: SOCIAL MEDIA

Finding & Engaging Your Target Audience +Strategy

Identifying Your Target Audience

Who is your target audience? _____

Use the chart below to determine your social media mix:



Social Media Mix:

1. _____

2. _____

3. _____

LESSON 2: SOCIAL MEDIA

Finding & Engaging Your Target Audience +Strategy

Social Media Strategy

I am going to post on (social media mix) (#) of times per day, (#) of times per week.

Ex. I am going to post on Twitter, Facebook, and Instagram 3 times per day, 7 days per week.

Create your social media strategy:

I am going to post on _____ , _____ , _____ ,
_____ times per day, _____ days per week.

Content Creation

Recommended *daily* content creation strategy for 3 posts per day, seven days per week:

1. One post that is industry related
2. One post where you provide a valuable resource (pdf, workbook, blog article)
3. One post sharing a product/service

Industry Related Article

What publications, websites, etc. can you pull content from that are in your industry but are not competitors?

_____	_____
_____	_____
_____	_____

Recommended resource. www.feedly.com

LESSON 2: SOCIAL MEDIA

Finding & Engaging Your Target Audience +Strategy

Valuable Resource

What valuable resources have you created, or can you create, to share with your followers? (ex. blog articles, pdf's, worksheets, etc.)

_____	_____
_____	_____
_____	_____

**Use the back of this page if you need more room to write out your resources*

Product or Service

Now, make a list of all your products and/or services:

_____	_____
_____	_____
_____	_____

**Use the back of this page if you need more room to write out your products/services*

LESSON 3: BLOGGING

Content That Captures Your Target Audience +Strategy

What is blogging?

Blogging is _____

Key Elements of Blogging

1. _____

2. _____

3. _____

Blogging Strategy

I am going to share (#) blog articles per month.

Create your blogging strategy:

I am going to share _____ of time per month.

Content Creation

Who is your target audience? _____

LESSON 3: BLOGGING

Content That Captures Your Target Audience +Strategy

What problem(s) are you solving for them?

Problem 1: _____

Problem 2: _____

Problem 3: _____

Problem 4: _____

**Use the back of this page if you need more room*

What do you offer (products/services) that solve those problems?

Solution to Problem 1: _____

Solution to Problem 2: _____

Solution to Problem 3: _____

Solution to Problem 4: _____

**Use the back of this page if you need more room*

Now, use the problems and your solutions to create a content mix for your blog articles. These are the topics that will attract your target audience that needs your services.

Target Audience + Services and Products You Offer = Content Mix

LESSON 3: BLOGGING

Content That Captures Your Target Audience +Strategy

Content Mix

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Calls-to-action

Use this space to practice writing out some clear calls-to-action that fit your content mix.

CTA _____

CTA _____

CTA _____

CTA _____

LESSON4: EMAIL LIST

Growing your List, Creating Content, + Strategy

Tips to Successfully Grow Your Email List

1. _____
2. _____

Creating Your Offering Mix

This is the equation you should use when determining what to offer as your “freebie” or “opt-in” for people to join your e-mail list:

Target Audience + Who Wants Your Services/Products = Offering Mix

Ex. Subscribe to get your FREE worksheet on “How to Create Clear Business Vision for Creative Women Entrepreneurs”

Create your offering mix:

Subscribe to get your FREE _____ on _____
_____ for _____

Email Strategy

I am going to send an email to my subscribers (#) times per month

Create your email strategy:

I am going to send an email to my subscribers _____ times per month.



LESSON4: EMAIL LIST

Growing your List, Creating Content, + Strategy

Content Creation.

The following is the content creation strategy that I use for my emails:

1. Valuable resource you can announce/share (such as a blog article)
2. Services/solution that ties to the valuable resource you shared
3. A special promotion (optional, can tie into service/solution you are offering)
4. A way to connect (include your social media platforms, invite them to join your FB group, etc.)

Create your Content Strategy: _____

