



# Digital marketing strategy

## TEMPLATE

B2B  
MARKETING  
TEMPLATE



**Digital marketing** is used by the vast majority of B2B brands, but there are few that really make the most of what it can offer. Use this template to rethink your digital marketing strategy and ensure it is fulfilling its potential for your business.

### Objectives and focus of effort

# 1.

What do you want your digital marketing strategy to achieve? This might be lead generation, lead nurturing, lead conversion to sale, customer nurturing, customer up-sell/cross-sell/repeat sell, loyalty and retention or customer advocacy.



### Strategy and tactics

# 2.

Set out your strategy and tactics based on KPIs and metrics – what will success look like and how will you measure it? Think about email click-through rates, website goal conversion rates and numbers, marketing qualified leads (MQLs) generated, social shares, lead to sale conversion rates or cost per acquisition (CPA).



### Owned digital channels and engagement

# 3.

This is when you'll need to be thinking about email marketing, marketing automation (MA), campaign landing pages, your website, your blog and content marketing.

#### 3.1 Email marketing/MA

What role will email play? How will you use segmentation and targeted content to ensure message relevancy? How will you use automation to deliver the right message at the right time? Will you do this based on a recipient's behaviour, profile or stage in the lead/customer lifecycle?

#### 3.2 Campaign landing pages

What role will dedicated campaign landing pages play?

#### 3.3 The website

What role will the website play? What conversion rate optimisation tactics will you deploy? How will A/B testing be used? What frequency and depth of blog content delivery will you commit to?

#### 3.4 Content marketing

What content marketing will you create and/or curate to drive engagement across all the channels covered in your plan (see our Content Marketing Strategy Template [here](#)).





## Earned digital engagement

# 4.

### 4.1 Natural search

What on-page and off-page optimisation strategy will you employ to maximise the traffic you want from search?

### 4.2 Social media

What are the key social media communities that your customers, prospects and influencers use and are engaged with and what role will each of them take? (See our full Social Media Marketing Template [here](#)).



## Paid digital channels and engagement

# 5.

Make sure you consider the following:

- Paid search
- Display
- Retargeting
- Third-party email channels.

Are there partner or industry supplier emails and email lists you can piggy back or rent?

