



# FREE MARKETING TEMPLATE

This is your free template to edit and use as you wish.

# Digital Marketing Outline

Enter your sub headline here

Slide 3

Slide 5

Slide 7

Slide 9

Slide 11

Slide 13

Slide 15

Slide 17

Slide 19

Slide 21

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Competitor Insights Analysis

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Monthly Content Calendar

Social Media Analysis

SEO Summary

Insights, Tips and Insights

International Coverage

Goals

Smart Goals

Marketing Budget

Key Roles and Responsibilities

Execution Steps



# Company Profile

Enter your sub headline here

## Company Summary

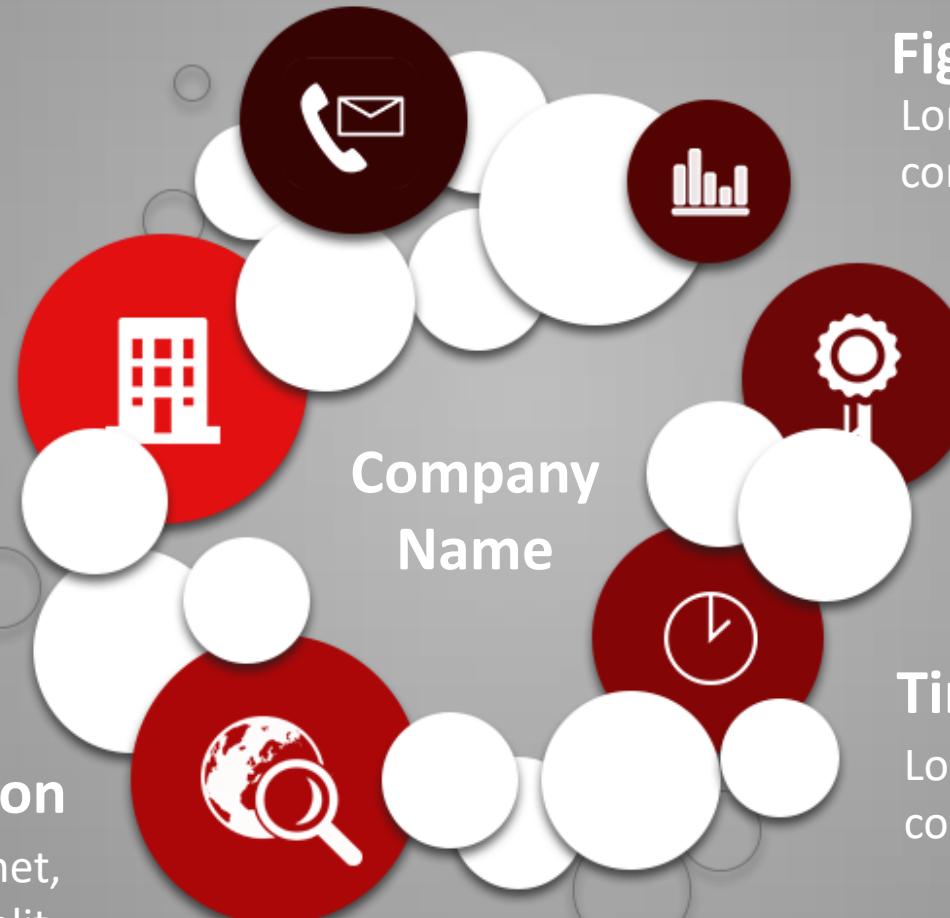
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## Location

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## Contact

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## Figures

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## Achievements

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## Time

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# Company Profile

Enter your sub headline here

## More Information

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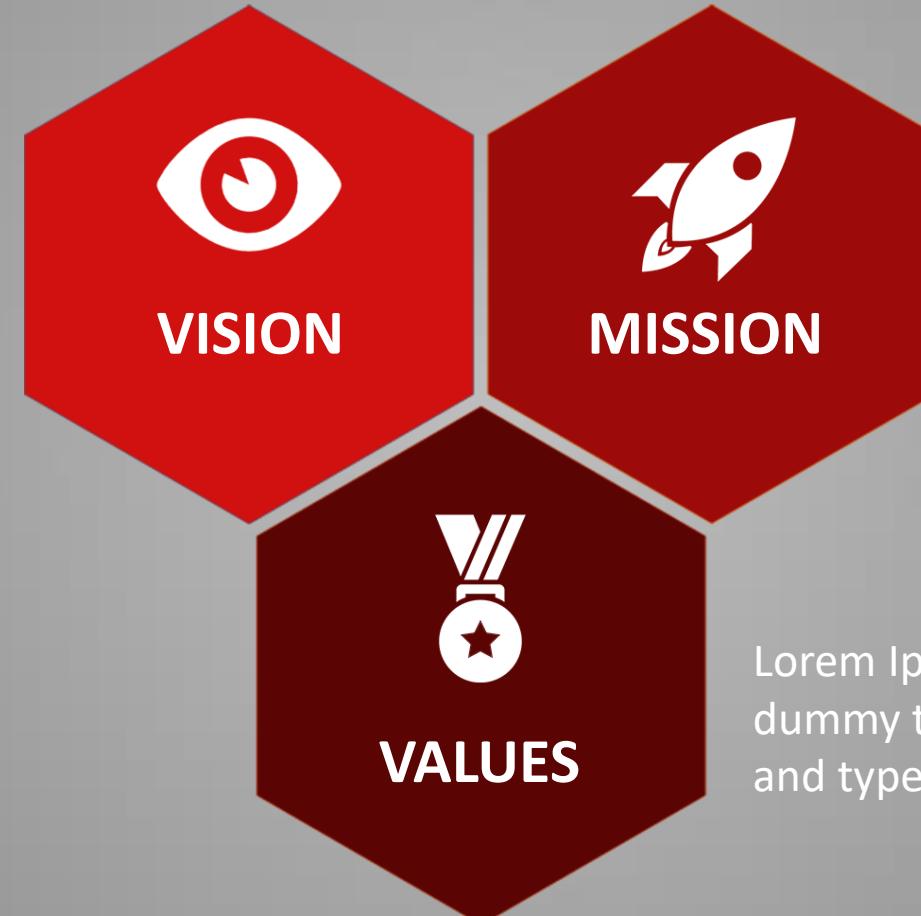
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# Mission Vision and Values

Enter your sub headline here

Lorem Ipsum is simply dummy text of the printing and typesetting industry.



Lorem Ipsum is simply dummy text of the printing and typesetting industry.

Lorem Ipsum is simply dummy text of the printing and typesetting industry.

# Mission Vision and Values

Enter your sub headline here

## More Information

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# Insights From Previous Year

Enter your sub headline here



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Strategy



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Social  
Media



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Analytics



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Content



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Website

# Insights From Previous Year

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## More Information

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# Marketing Strategy Summary

Enter your sub headline here

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of the printing and typesetting  
industry.

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text of the printing and  
typesetting industry.

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typesetting industry.

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# Marketing Strategy Flow

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## More Information

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# Market Analysis

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## Total Available Market (TAM)

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## Serviceable Available Market (SAM)

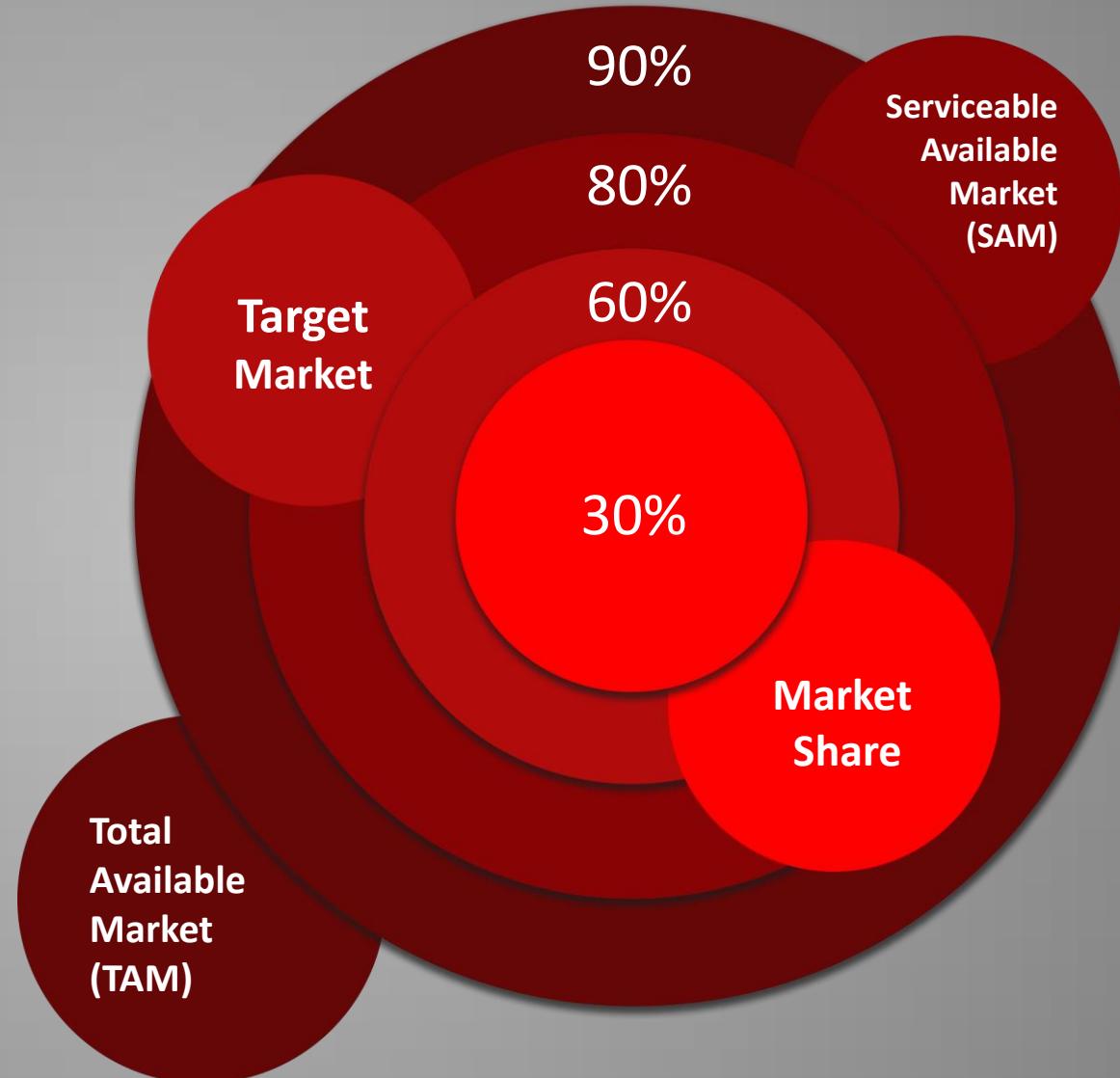
Lorem Ipsum is simply dummy text of the printing and typesetting industry.

## Target Market

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## Market Share

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# Digital Marketing Outline

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## More Information

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# Competitor Analysis

Enter your sub headline here

## Competitor 1

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of the printing and  
typesetting industry.

70%

## Competitor 3

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of the printing and  
typesetting industry.

55%

## Competitor 2

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of the printing and  
typesetting industry.

5%

## Competitor 4

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typesetting industry.

35%

# Competitor Analysis

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## More Information

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# Competitor Insights

Enter your sub headline here

**Competitor  
1**

Competitor Summary

**Competitor  
2**

Competitor Summary

**Competitor  
3**

Competitor Summary

# Competitor Insights

Enter your sub headline here

## More Information

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# Competitor Insights Analysis

Enter your sub headline here

	Revenue	Profit	Activity	No of Staff	Market %
Competitor 1	Text Here	Text Here	Text Here	Text Here	Text Here
Competitor 2					
Competitor 3					
Competitor 4					
Competitor 5					

# Competitor Insights Analysis

Enter your sub headline here

## More Information

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# Personas/Ideal Clients

Enter your sub headline here



**Persona 1**  
**Sally**

**Persona 2**  
**Matt**

**Persona 3**  
**Tina**

**Persona 4**  
**Olly**

**Persona 5**  
**Bianca**

**Persona 6**  
**Brandon**

# Personas/Ideal Clients

Enter your sub headline here

## More Information

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# Ideal Client Analysis

Enter your sub headline here



Title

Industry

Location

Quote

Pain Points



Title

Industry

Location

Quote

Pain Points

# Ideal Client Analysis

Enter your sub headline here

## More Information

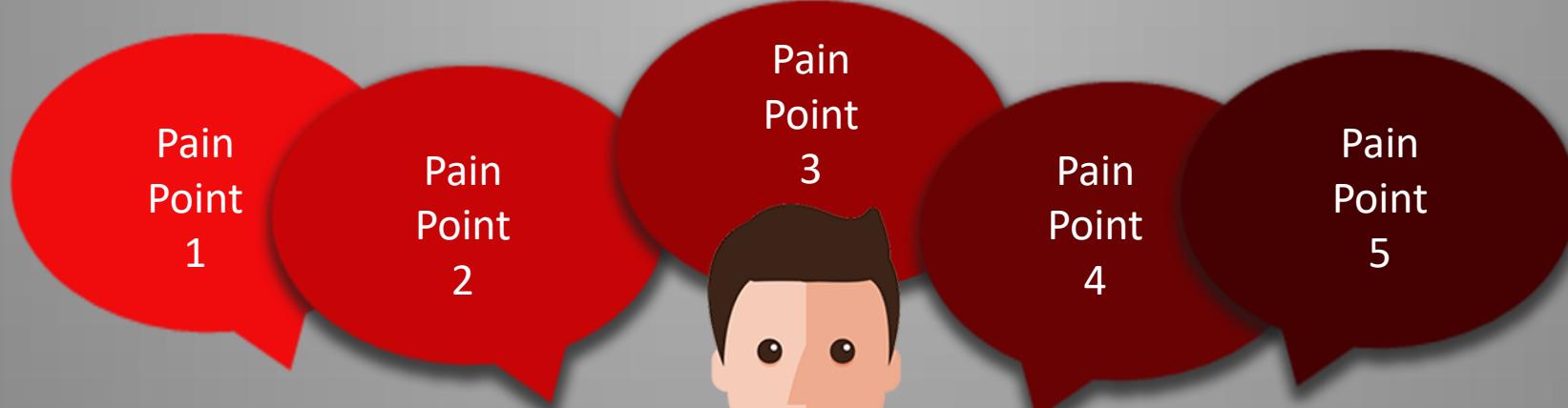
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# Client Pain Points

Enter your sub headline here



# Client Pain Points

Enter your sub headline here

## More Information

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# Find Your Ideal Persona

Enter your sub headline here



Fill out our form to find out how many people fit your ideal customer or client persona on LinkedIn. We will email you with the number of individuals that match your search.

[CLICK HERE](#)

# Customer Touch Points

Enter your sub headline here

## Pre-Purchase



- Social Media
- PR
- Cold Calling
- Referrals...

Next Step

Next Step

Next Step

## Pre-Purchase



- Customer Service
- Surveys
- Upsells...

Next Step

Next Step

Next Step

# Customer Touch Points

Enter your sub headline here

## More Information

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# Weekly Content Calendar

Enter your sub headline here

	Topic/Title	Content/Details	Keywords	Target Persona
Monday	Top Tips For...	5 tips to improve workflow	Workflow, Management	Start-up Owners
Tuesday				
Wednesday				
Thursday				
Friday				

# Weekly Content Calendar

Enter your sub headline here

## More Information

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# Monthly Content Calendar

Enter your sub headline here

	Monday	Tuesday	Wednesday	Thursday	Friday
Week 1					
Week 2					
Week 3					
Week 4					
Week 5					

# Monthly Content Calendar

Enter your sub headline here

## More Information

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# Social Media Analysis

Enter your sub headline here

FACEBOOK  
500 Followers



LINKEDIN  
250 Followers



INSTAGRAM  
100 Followers



YOUTUBE  
83 Followers



TWITTER  
50 Followers

Current  
Social Media

35% Increase



25% Increase



10% Increase



5% Increase



0.5% Increase



Social Media  
Goal For 1 Year

# Social Media Analysis

Enter your sub headline here

## More Information

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# SEO Summary

Enter your sub headline here

## Grey Hat SEO

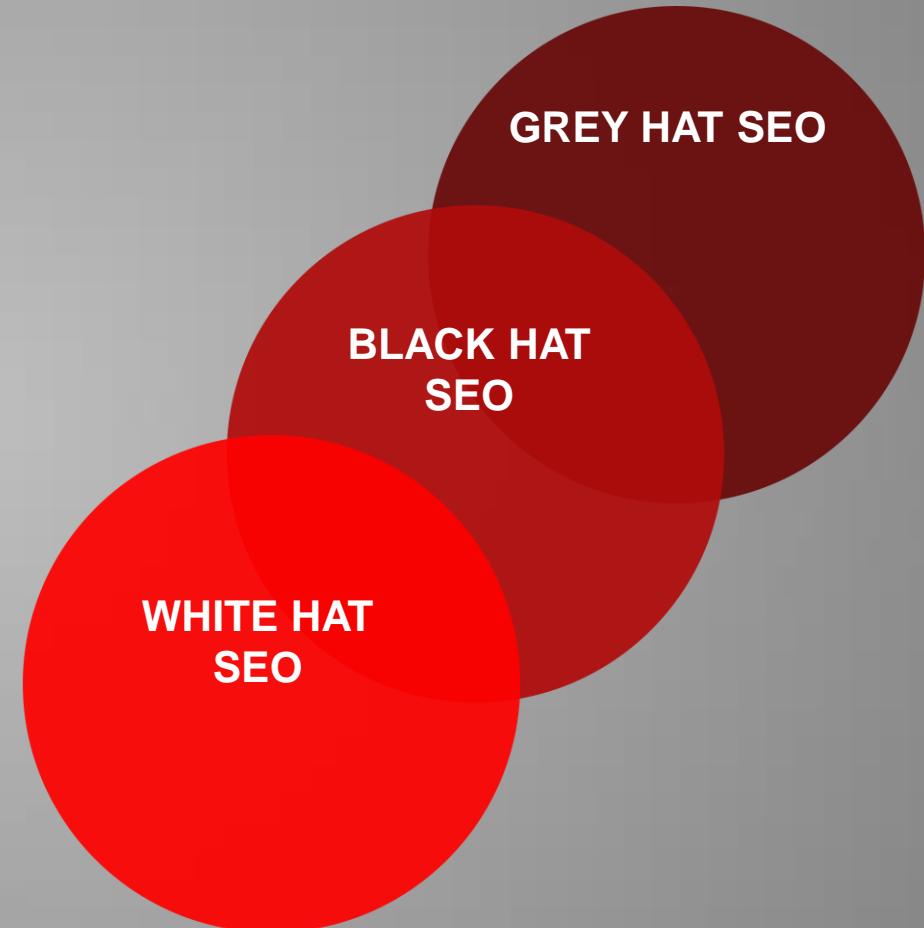
Lorem Ipsum is simply dummy text of the printing and typesetting industry.

## Black Hat SEO

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## White Hat SEO

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# SEO Summary

Enter your sub headline here

## More Information

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# Insights - Content Tips

Enter your sub headline here

## Deciding What Content To Produce?

Figuring out the topics to cover is a matter of understanding what information your buyers want and need. Follow the “**Five W’s**” of interrogative investigation:

### **Who?**

Consider each member of the buying committee.

### **Why?**

Discover a reason why a prospect would buy from your company by understanding what the buyer wants to achieve or overcome.

### **When?**

What information do buyers need at each stage of the buying journey and what will trigger them to move from one stage to the next?

### **What?**

What content can you provide to answer a question and in what format?

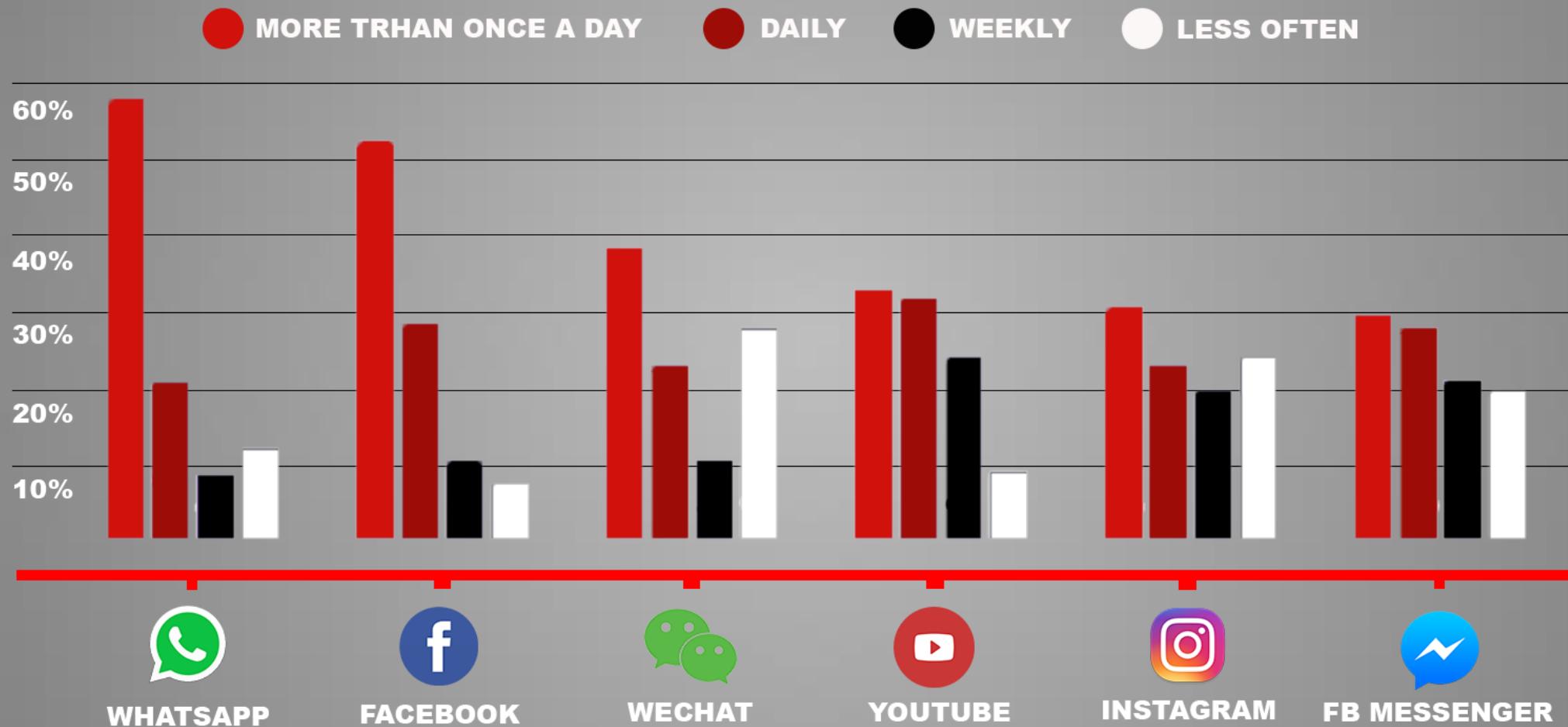
### **Where?**

Where do your prospects turn for information during research and decision making?



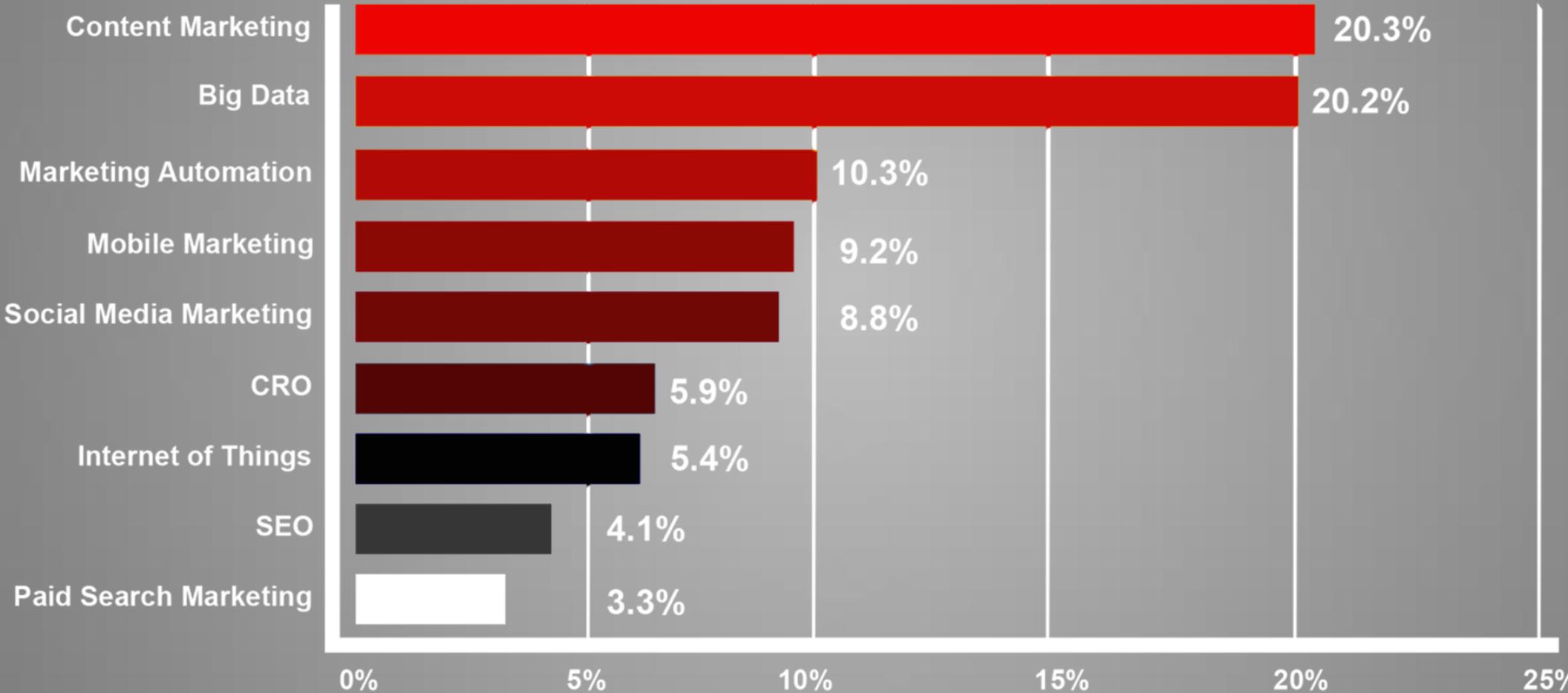
# Insights - Social Media Statistics 2017

Enter your sub headline here



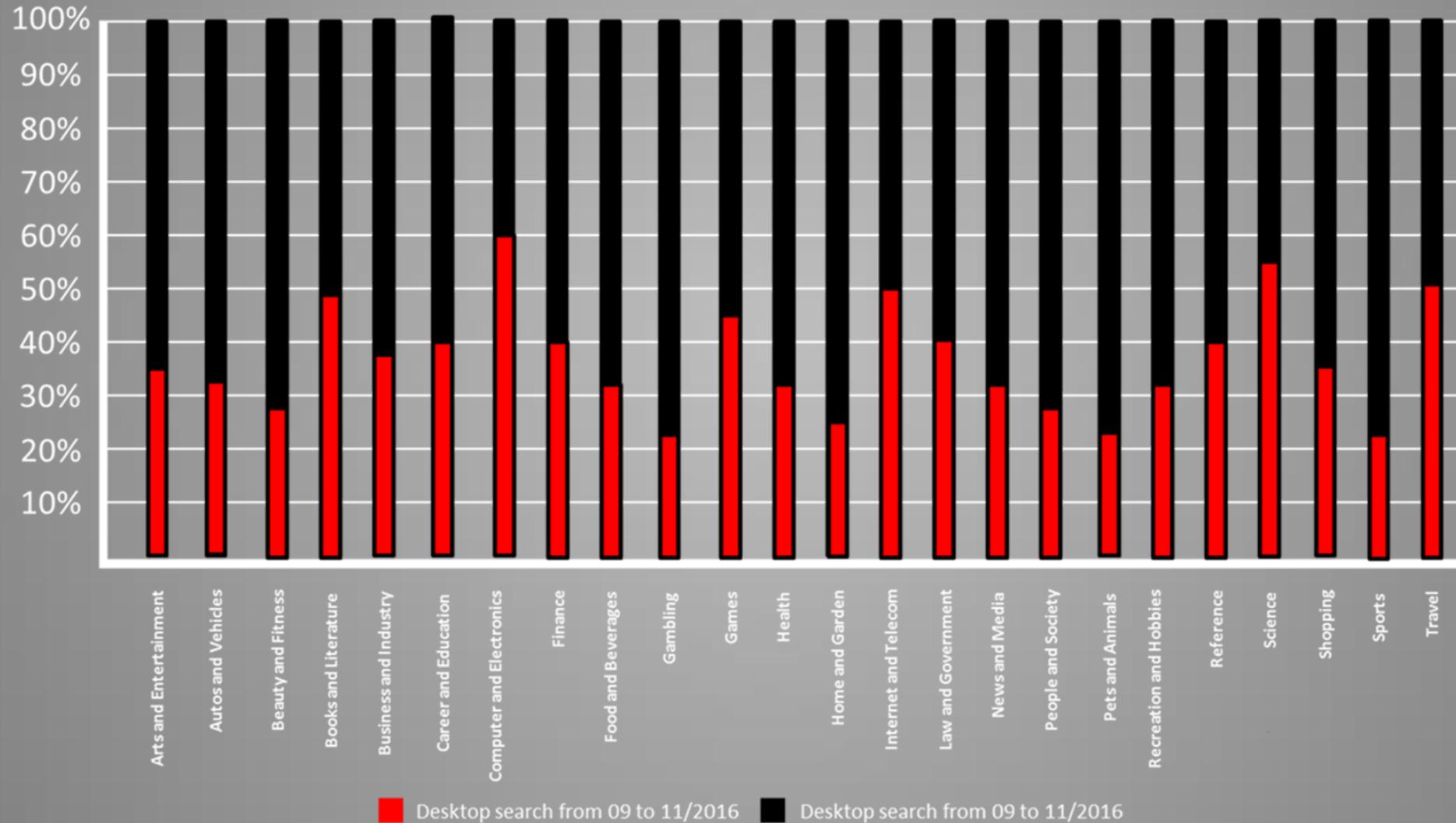
# Insights - Top-Rated Digital Marketing 2017

Enter your sub headline here



# Insights - Desktop vs Mobile Traffic From 09/16 to 11/16

Enter your sub headline here



# Insights - Smarketing Best Practices

Enter your sub headline here

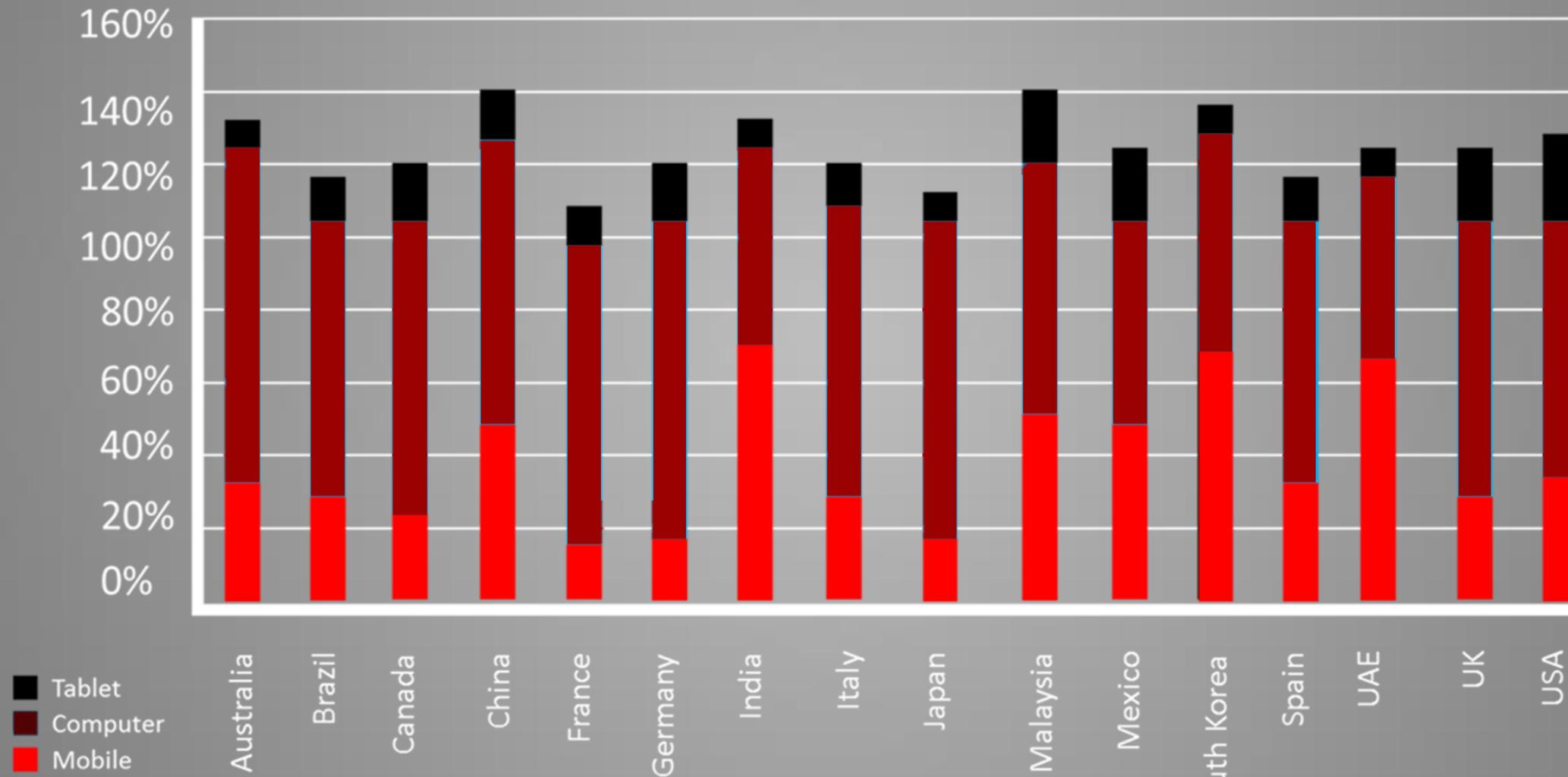


Smarketing is the process of aligning the sales and marketing teams around common goals within a business or organization, focused on improving revenue.

- Both teams must have the same goals.
- The marketing pipeline should be tied to sales quotas.
- Visibility into each other's goals.
- Compensation based on shared marketing and sales goals.
- Continual communication and education around personas.

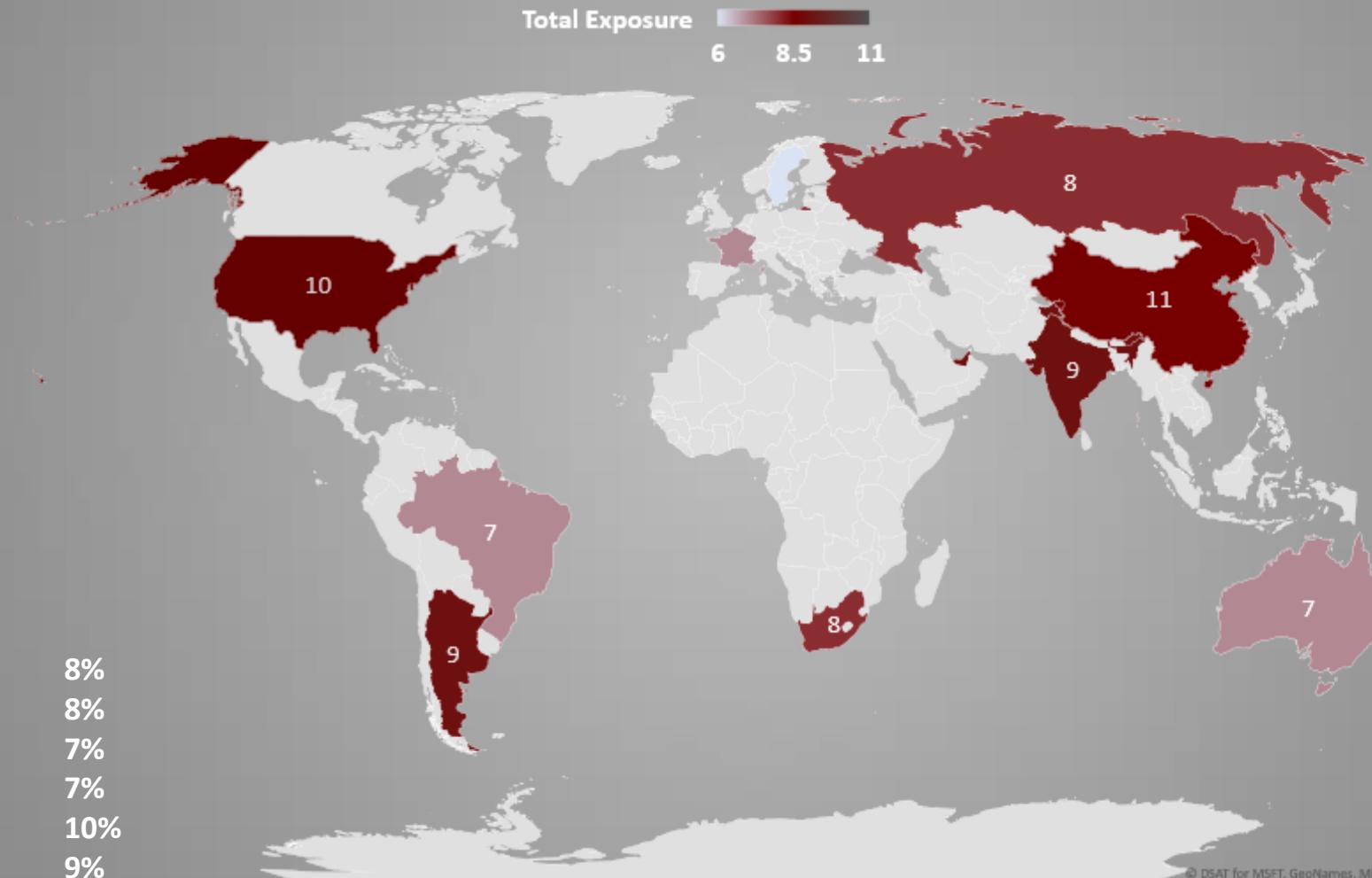
# Which Devices Do People Use?

Enter your sub headline here



# International Coverage

Enter your sub headline here

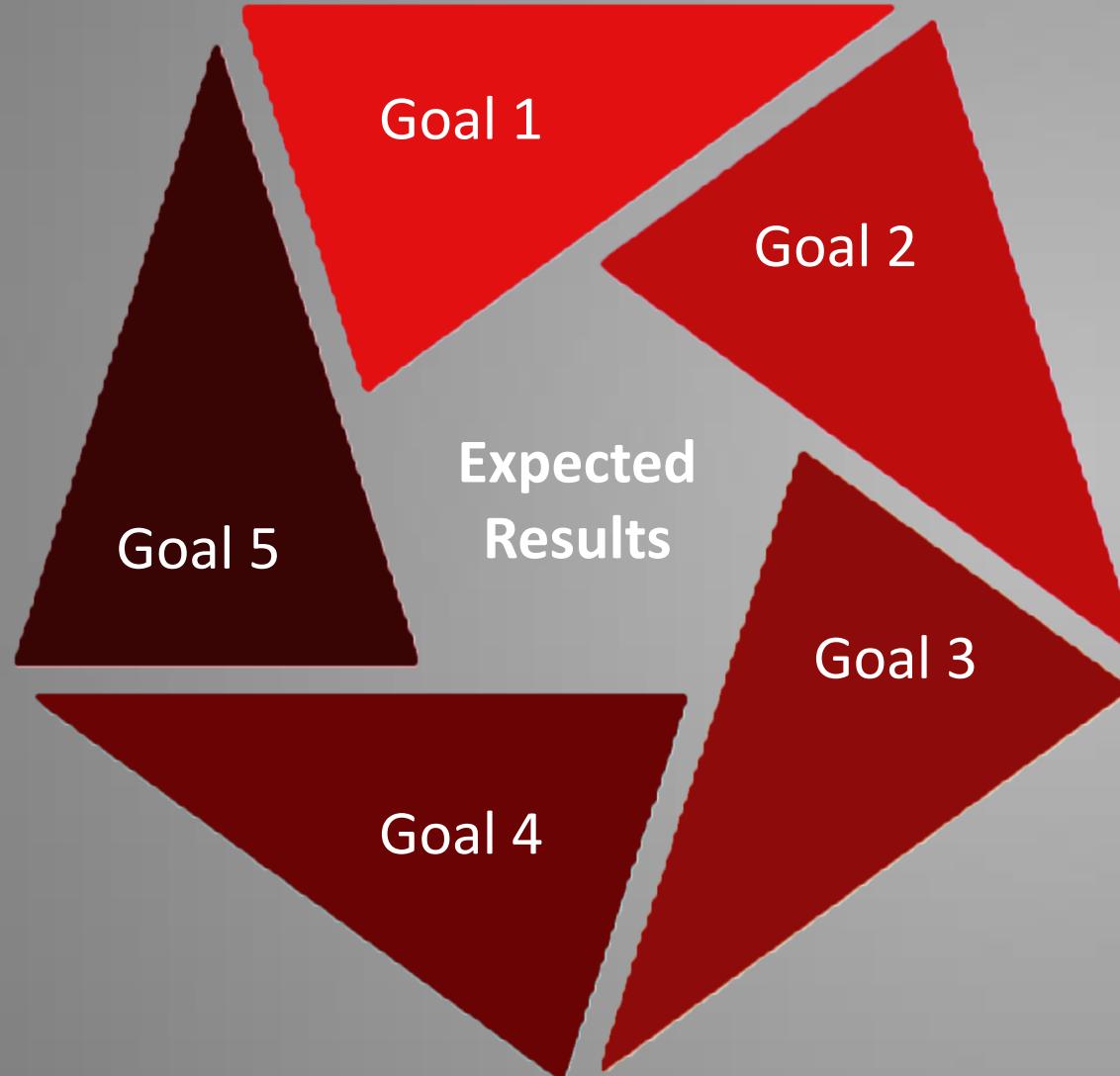


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# Goals

Enter your sub headline here



## Goal 1

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## Goal 2

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## Goal 3

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## Goal 4

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## Goal 5

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# Goals

Enter your sub headline here

## More Information

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# SMART Goals

Enter your sub headline here

**S**pecific



Specific,  
significant,  
stretching

**M**easurable



Measurable,  
meaningful,  
motivational

**A**ttainable



Agreed upon,  
attainable,  
achievable,  
acceptable,  
action-oriented

**R**elevant



Realistic,  
relevant,  
reasonable,  
rewarding,  
results-oriented

**T**ime based



Time-based, time-  
bound, timely,  
tangible,  
trackable

# SMART Goals Analysis

Enter your sub headline here

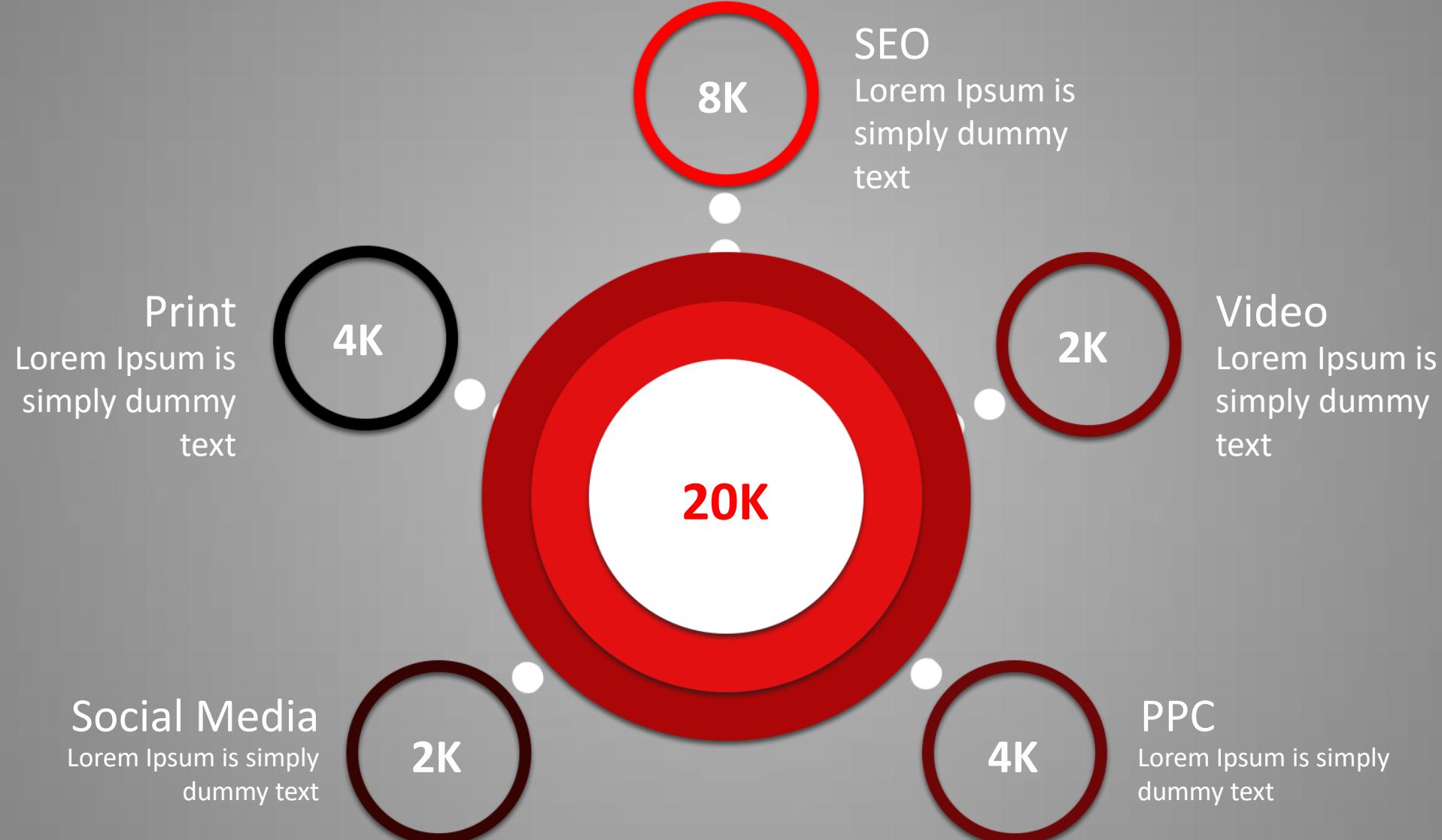
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# Marketing Budget

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# Marketing Budget

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## More Information

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# Key Role and Responsibilities

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1



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# Key Role and Responsibilities

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## More Information

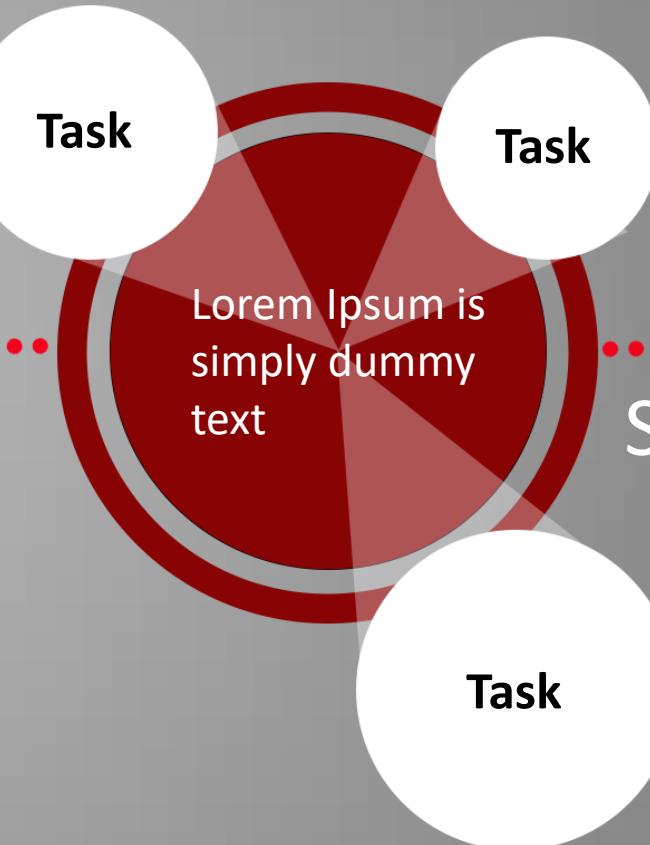
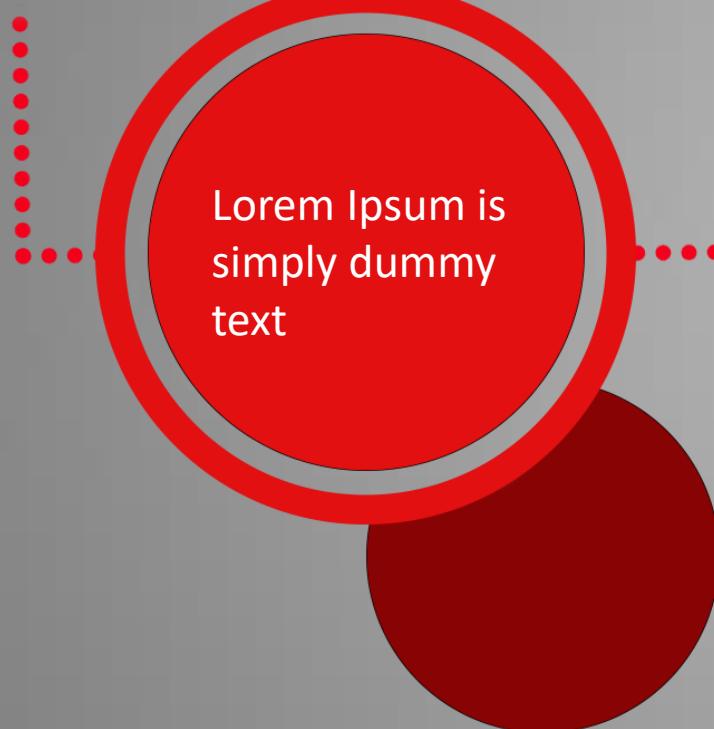
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# Execution Steps

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Stage 1



Stage 2

# Execution Steps

Enter your sub headline here

## More Information

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# Thank You

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