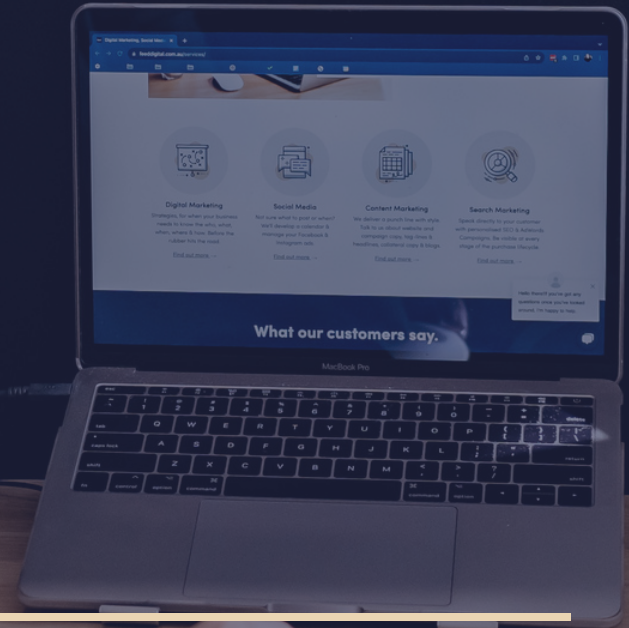


Digital Strategy

When you need to know the
WHO, WHAT, WHEN, WHERE AND HOW



website:
www.feeddigital.com.au

phone:
(03) 5270 5159

email:
hello@feeddigital.com.au

feed DIGITAL

Digital Strategy

UNDERSTAND WHAT PLATFORMS ARE USED TO COMMUNICATE WHICH MESSAGE, TO WHAT TARGET AUDIENCE.

Feed's digital strategies provide the overarching framework, designed to establish marketing initiatives and identify the big wins for your business.

We maximise the effectiveness of your marketing by taking into account your available resources, whether that be a given skillset, person/s or budget.

Strategies are designed to be implemented immediately and aim to deliver results over a 1 to 12 month timeframe. Strategies are delivered over a series of workshops and meetings, with the final product being delivered in a concise document.

Feed's digital strategies cover six main areas:

- Situation Analysis - who you are
- Target Audience - who you want to reach
- Goals & Objectives - what you want to achieve
- Strategies & Tactics - how you will achieve it
- Actions - who does what and when
- Controls - how do you know when you got there

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DIGITAL

We produce, place & amplify Content that converts

Situation Analysis

Answering the question, 'Where are we now?'

The first step in developing an effective digital strategy is understanding the current situation. Here we discuss the business background and current marketing position – undertaking an audit of current initiatives.

Target Audience

Defining 'Whom do you want to attract?'

Here we consider different strategies for the demographics and behaviours of each audience we want to reach. Whilst target audiences can be defined according to many different criteria, we outline the audience taking into account the following:

- The demographics of the group/s
- Their decision-making motivations
- Their buying behaviour

Goals & Objectives

Answering 'What do you want to achieve?'

To develop an effective, results-driven plan, it is important to outline the broader goals and then develop a set of clear, actionable objectives.

Outlining Goals

Goals can be both short and long term. Most times, goals present the intangible bigger picture.

Setting Objectives

While goals are broad, objectives are much more specific. They are clear and actionable and step out the approach toward achieving goals.

Strategies & Tactics

Answering 'How do we get there?'

For each of the objectives, a strategic approach needs to be developed. Primarily, the strategic focus outlines the key ideas that will help meet each objective. And following, there are a series of recommendations, which represent the specific tactics to be implemented.

Tactical recommendations take into consideration which channels to use, what content is appropriate, distribution and timeframes and any other factors which may impact upon the effectiveness of the plan.

Actions

Answering 'Who does what and when?'

A key element of a business's success is effectively implementing a marketing campaign. Setting out an implementation plan is critical in delivering a workable and staged approach to maximise results. Based on the strategies and tactics outlined, the actions set out the recommended approach for implementation.

Controls

And finally, 'How do you know when you get there?'

It's vital to build checks and balances to maintain an effective marketing plan. A range of key metrics should be implemented, providing meaningful measures that will likely be useful for decision-making and marketing program tracking.

Let's kick things off

Digital Strategy

① Development of target markets



② Development of business goals



③ Development of channel strategies & tactics



④ Development of measurements



Starting from

4,200

EX GST

website:
www.feeddigital.com.au

phone:
(03) 5270 5159

email:
hello@feeddigital.com.au



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Thank you



Let's have coffee

(03) 5270 5159

hello@feeddigital.com.au

feeddigital.com.au