



DIGITAL STRATEGY *for* **EXPLOSIVE GROWTH**

Your A-Z Guide To Strategically
Grow Your Business Online

boomnow

Introduction

The way people are buying is changing. The way you sell and where you sell must also change.

Nasdaq wrote on one of its articles that in 2040, 95% of purchases will be made online. In 2021, global Ecommerce has a valuation of USD 4.9 Trillion. With 87% of people saying that social media helps them decide on their online shopping, digital marketing is not just an option anymore but a necessity.

Big things are at stake and that means you have to be intentional with how you grow your business online. This eBook can help you develop a strategic plan that will help you build a solid online presence.

Having a digital strategy means you stop chasing trends or random actions and start taking initiative for your business.

Table of Contents

Chapter 1:	Know Your Customer
Chapter 2:	Assess Your Digital Marketing Stack
Chapter 3:	Know Your Competitors Really Well
Chapter 4:	Define Your Business Goals
Chapter 5:	Build Your New Digital Marketing Stack
Chapter 6:	Building Up Your Digital Strategy
Chapter 7:	Budget & Timeframes - How To Get It Done
Chapter 8:	Set Your Monitor And Adjustment Process

A dark, moody photograph of a person's hands working on a laptop. The person is wearing a watch on their left wrist. A smartphone is on the desk to the left, and a pair of sunglasses is to the right. The background is blurred, showing what appears to be a meeting or office environment.

Chapter 1:

Know Your Customer

What is the profile of your customers? What pains them every day? What can you do for them to make their lives easier?

These questions can help you gain a deeper understanding of your audience. Researching for demographics of your prospects is not enough. You need better data to understand the identity of your customer. This makes buyer persona development very important.

We have outlined 20 questions here that you can use to develop your buyer persona:

Role

- 1) What is your job title?
- 2) How is your job performance measured?
- 3) Describe what your typical day looks like?
- 4) What competencies are required to do your job?
- 5) What tools do you use in your job?
- 6) Who do you report to? Do you have people reporting to you?

Company

- 7) In which industry is your company involved in?
- 8) What is the size of your company by revenue and employees?



Goals

- 9) What are the key responsibilities in your job role?
- 10) What does it mean to be successful in your job?

Challenges

- 11) What are your biggest challenges?

Watering Holes

- 12) How do you learn and innovate in your job?
- 13) What blogs do you read that directly relate to your job?
- 14) What social network platforms do you prefer?

Personal Background

- 15) Describe your demographics (age, marital status, children, annual income, etc.)?

16) Describe your educational background (completed level of education, schools attended, what did you study)?

17) Describe your career path - the story behind your current job role?

Shopping Preferences

18) How do you prefer to communicate with vendors (email, phone, in person)?

19) Do you use the internet to search for vendors or products?

20) Describe your latest purchase process - how did you decide for your purchase, your product/service evaluation?

Hubspot has a cool online tool that can help you consolidate your buyer persona. It integrates your gathered information and produce an overview like the one below.

Make My Persona Overview

Color Scheme Save Download/Export

	Preferred Method of Communication <ul style="list-style-type: none">• Social Media• Email• Phone	Tools They Need to Do Their Job <ul style="list-style-type: none">• Project Management• Email• Word Processing Programs
Name James Jameson	Job Responsibilities selling products and services	Their Job Is Measured By revenue generated
Age 25 to 34 years	Reports to sales director	Goals or Objectives revenue
Highest Level of Education Bachelor's degree (e.g. BA, B	They Gain Information By online courses	Biggest Challenges <ul style="list-style-type: none">• Navigating Client Relationships & Communications
Social Networks 		
Industry Sales		
Organization Size 1-10 employees		

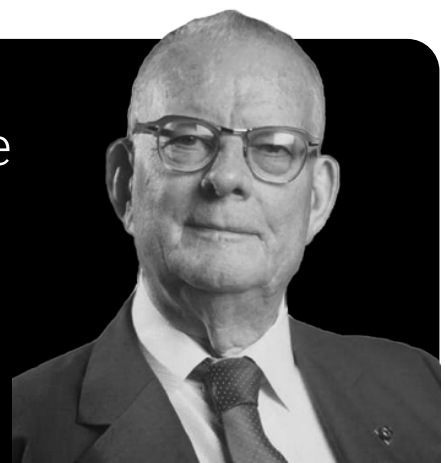
Add New Section +


Tools you can use:

- Interviews
- Research reports
- Keyword research
- Group discussions

"Without data you're just another person with an opinion."

- W. Edwards Deming





Chapter 2A:

Assess Your Digital Marketing Stack

Before you can build a digital strategy for your business, you need to understand where you are now with your online marketing efforts.

This can help you reset things as you improve your marketing actions. Now you can look at your current marketing plan through fresh eyes

Make a spreadsheet and start writing down your current marketing stack figures. You can then ask the following questions:

Website (SEO)

1. What is your traffic volume across different online sources?
2. What are the pages that gets the most traffic?

Mobile

1. Does your website works for all devices?
2. What keywords are you currently ranking (top 100) in search engine result pages?
3. Where are your backlinks coming from?
4. Does your website has a HTTPS URL
5. Do you have a privacy policy?

Paid Ads

1. What channels are you investing in?
2. What is your budget per channel?
3. What is your result per channel?
4. What is your cost per click/rate/impressions/goals?
5. Which of the channels perform best?
6. What content has the best results?



Social Media

1. What social media platforms are you in right now?
2. Why do you choose to be in these platforms?
3. What is the size of your audience per platform?
4. What are your best performing posts?
5. What are the best times for posting across different platforms?
6. What are your engagement numbers?

Email Marketing

1. How good is your email database?
2. What are your open rates?
3. What are your click through rates?
4. What are your conversion figures?

Content

1. What are the content types you are currently using?
2. Which content types are performing best for you?
3. What topics are resonating with your audience?

Messaging

1. What online communication channels do you have for your customers to contact you?
2. Do these channels lead your customers to what they are looking for?
3. Do you record communication data?

Analytics

1. Are you set up on Google Analytics?


Reviews

1. Do you have Google Reviews? Star Reviews? Any means to collect testimonials?
2. Where are these reviews published?
3. Are your existing reviews positive or negative?

“Think about what the user
is going to type”

- Matt Cutts





Chapter 2B:

Audit Your Past Campaign Performance

You also need to audit the campaigns you ran before. Understanding your traffic sources and your conversion rate allows you to take actions that will improve it overtime. In the words of Jeff Eisenberg, "It's much easier to double your business by doubling your conversion rate than by doubling your traffic." We could not agree more!

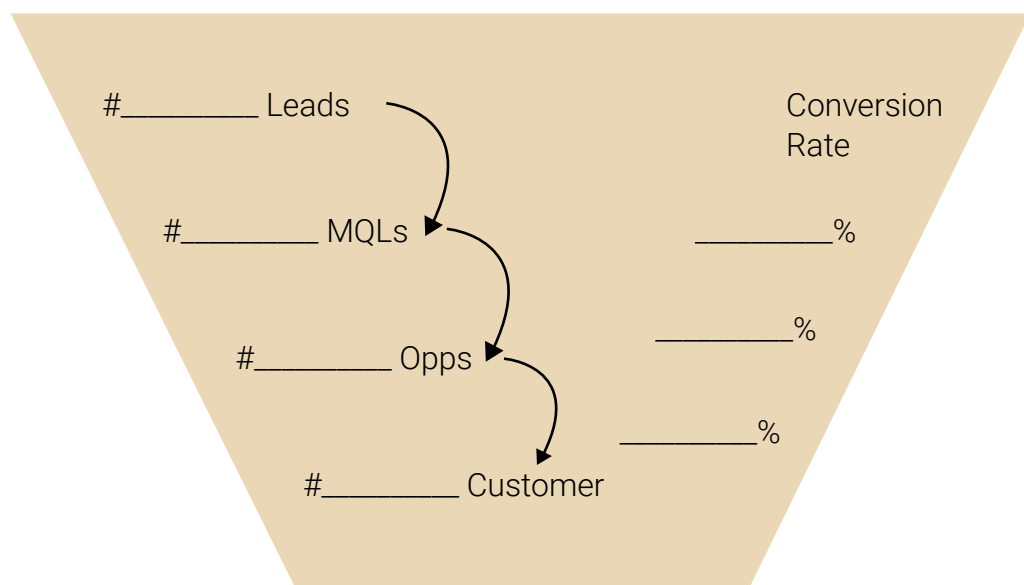
Here are the things you might want to track in your campaign audit:

Conversion rate funnel

1. What is the actual conversion rate of visitors to leads?
2. Is this conversion rate satisfactory? Why do you say so?
3. Is there a point where the conversion rates are too low between two stages?
4. What is the cost of each stage in your funnel?
5. What is your ROI for the funnel?

Review Your Past Campaigns

- Which of your campaigns performed best
- What are your key takeaways for these high performing campaigns?



“If content is king, then
conversion is queen.”

- John Munsell



Chapter 3:

Know Your Competitors Really Well

A celebrated Chinese General named Sun Tzu said that to win a war, you need to know both yourself and your enemy. Understanding your competitor allows you to make better judgment on your marketing efforts. To win in today's borderless, fast-paced economy is to outwit and outsmart your competitors.

Here are some questions you can use to develop your understanding of your competitor. These can address the gaps in your current plan while giving you ideas how to improve your current marketing actions.

To better analyse the data, you might want to enter the collected information in a spreadsheet. Answer as many questions as you can.

Targeting

1. Can you identify the buyer personas your competitors are running after?
2. Who are they ignoring that you might be able to exploit?

Messaging

1. What are the key messages of your competitors?
2. Which ones can you exploit to your advantage?

Shifts in Strategy

1. Have your competitors made changes to their marketing strategy recently?
2. What do you think is the reason/s for these changes?
3. Are these changes impacting your own marketing actions?

Campaigns

1. What are the campaigns your competitors are running?
2. How long have these campaigns been running?
3. How much are they spending on these campaigns?
4. What channels are they using for their campaigns?
5. What are the topics they are running?
6. Have they pursued partnerships lately?
7. Are these partnerships driving a specific focus in their business?

Content

1. What are the content types your competitors are producing?
2. Is there new content they are publishing?
3. What type of content is working well for them?
4. What topics are they pursuing in their content?
5. What content is giving them the best results?

Social platforms

1. What are your competitor's engagement figures?
2. How does it compare with your numbers?
3. Are they repurposing content?
4. What platform are they more focused on?
5. How many followers do they have across platforms?
6. How do their audience size compare to yours?

Blog and frequency

1. Do they group their blogs by content pillars?
2. How often do they publish blogs?
3. What topics do they focus on?

SERP ranking

1. Where do they rank for keyword search results?
2. Is there an opportunity for you to overtake their ranking?
3. Where are they sourcing their backlinks?

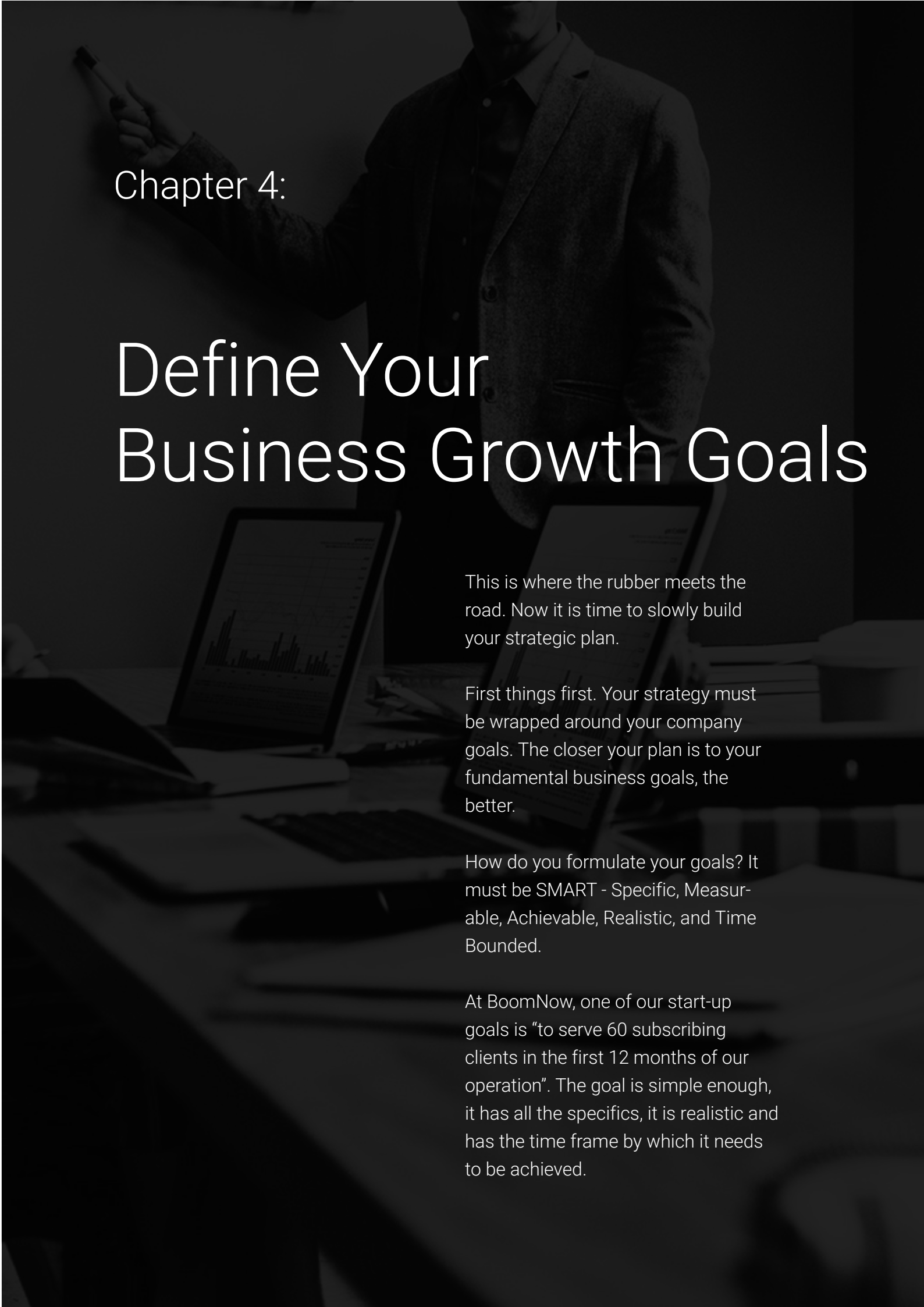
Marketing tools

1. How advanced are they in terms of marketing technology?
2. Do they use marketing software for email?
3. How about automation, surveys, and CRM?

The supreme art of war is to
subdue the enemy without fighting.

- Sun Tzu





Chapter 4:

Define Your Business Growth Goals

This is where the rubber meets the road. Now it is time to slowly build your strategic plan.

First things first. Your strategy must be wrapped around your company goals. The closer your plan is to your fundamental business goals, the better.

How do you formulate your goals? It must be SMART - Specific, Measurable, Achievable, Realistic, and Time Bounded.

At BoomNow, one of our start-up goals is “to serve 60 subscribing clients in the first 12 months of our operation”. The goal is simple enough, it has all the specifics, it is realistic and has the time frame by which it needs to be achieved.

The next step is developing actions that can help in achieving your goals. You need to apply these four elements in developing a plan:

The Goal

What is the business goal you want to achieve? Identify at least one.

The Project

This is the digital marketing action you need to help you achieve your goal.

The Deliverables

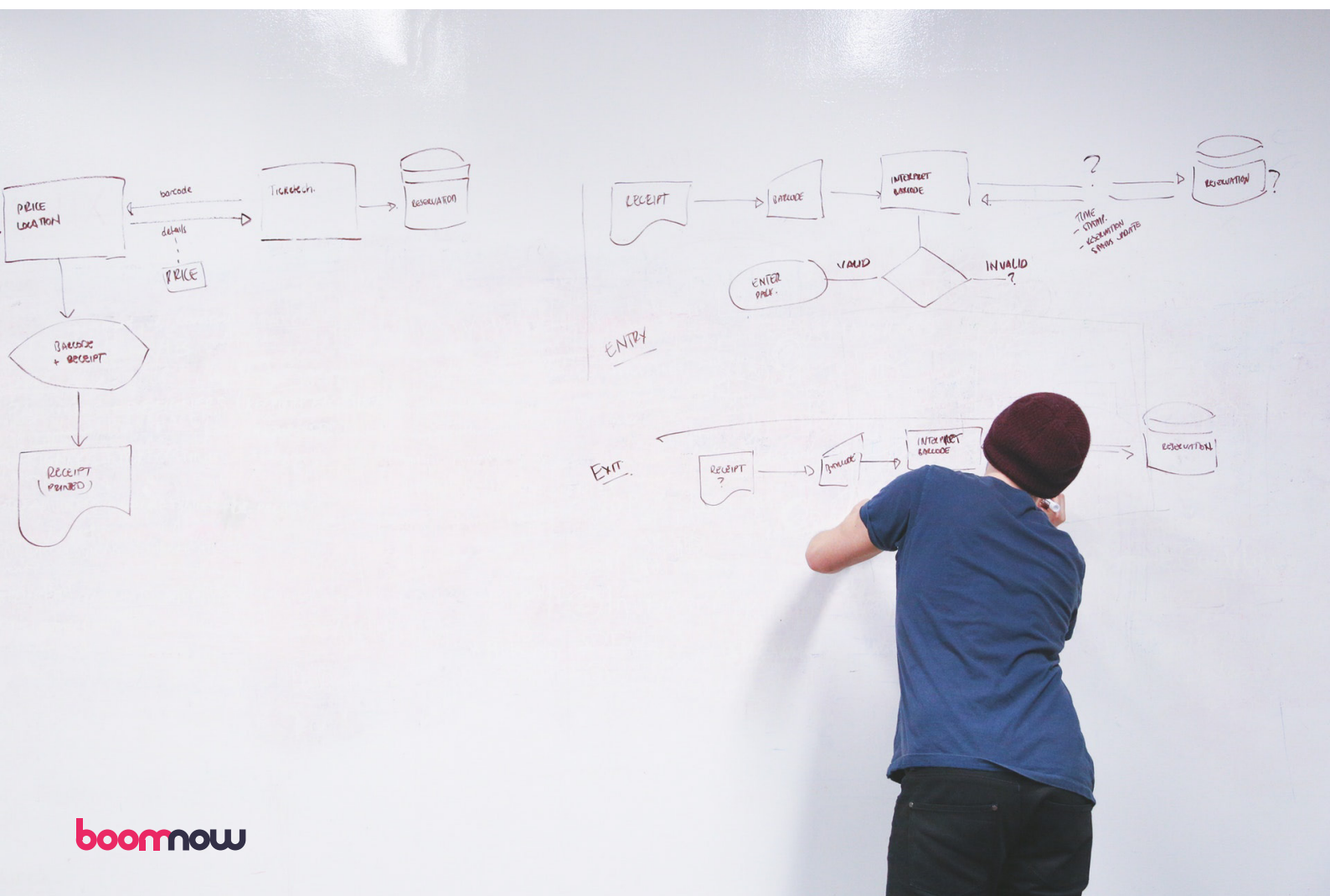
What are the steps you need to take to complete this project?

The Predicted Impact

What do you hope the outcome of this business goal would be?

Considerations:

- How many qualified leads does your sales team need each month to meet your goal?
- What is the volume of qualified leads to make the goal achievable?



To better understand the flow, make a table like the one below. For context, we will use BoomNow's goal mentioned earlier.

Goal	To serve 60 subscribing clients in the first 12 months of business
Project	Create an eBook and develop Facebook Campaign for lead generation
Deliverables	<ol style="list-style-type: none">1. Brainstorm content for eBook2. Write content for eBook3. Design eBook cover and lay out content4. Develop creative for FB ads (for eBook distribution)5. Do copywriting for the FB ad6. Create landing page to facilitate eBook download7. Execute design, copywriting, and download process for the landing page for eBook distribution.8. Run the FB ad campaign9. Build email list and write email copy to push for services
Budget: 2000 AUD	Completion: 100 Hours
Predicted Impact	<ol style="list-style-type: none">1. Generate at least 1000 leads2. Secure 100 new contacts3. Sign up at least 10 subscribing clients for BoomNow

Remember that this table only outlines one project. More projects can be rolled out to achieve the goal of signing up 60 subscribing clients.

Things to remember:

1. This is not a short term action plan. Completing a project might just take hours but securing the desired results can take months. You need to try different approaches, vary your Facebook ad roll out, do split testing and just experiment with the variables.
2. In developing projects, you need to consider everything you have learned about your market, your current marketing stack (where are you weak, and where you excel), and your competitors. The previous chapters of this eBook allows you to gain the insights you need to develop projects that deliver good results.



Chapter 5:

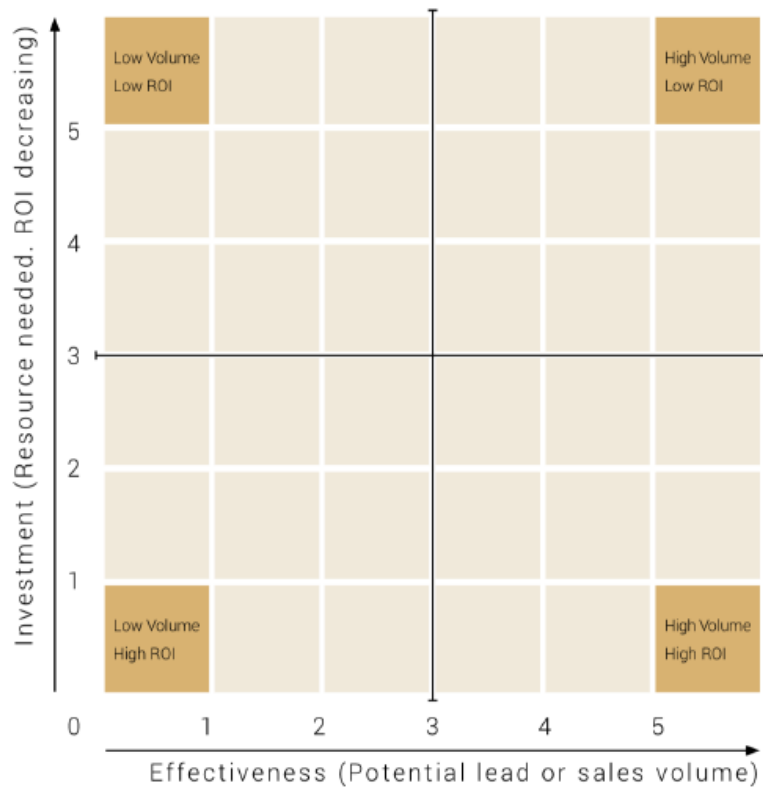
Build Your New Digital Marketing Stack

You have already assessed your current marketing stack and the campaigns you have ran in the past. Now it's time to think forward and build a new one.

The best way to do this is to learn from your current stack, considering its efficacy and investment cost.

From here, you can come up with a better presentation of your products and/or services, this time with the knowledge of where to put your money to get better ROI.

Using the table below, plot the key marketing activities (itemised beside the table) according to the investment needed and for effectiveness (1 being low, 5 being high).



Facebook Paid Posts
Facebook Organic
Twitter Sponsored Tweets
Adwords Generic
LinkedIn Paid Posts
LinkedIn Organic
Twitter Organic
Adwords Tail
Instagram Paid Posts
Instagram Organic
Blog Marketing
SEO Generic
SEO Long Tail

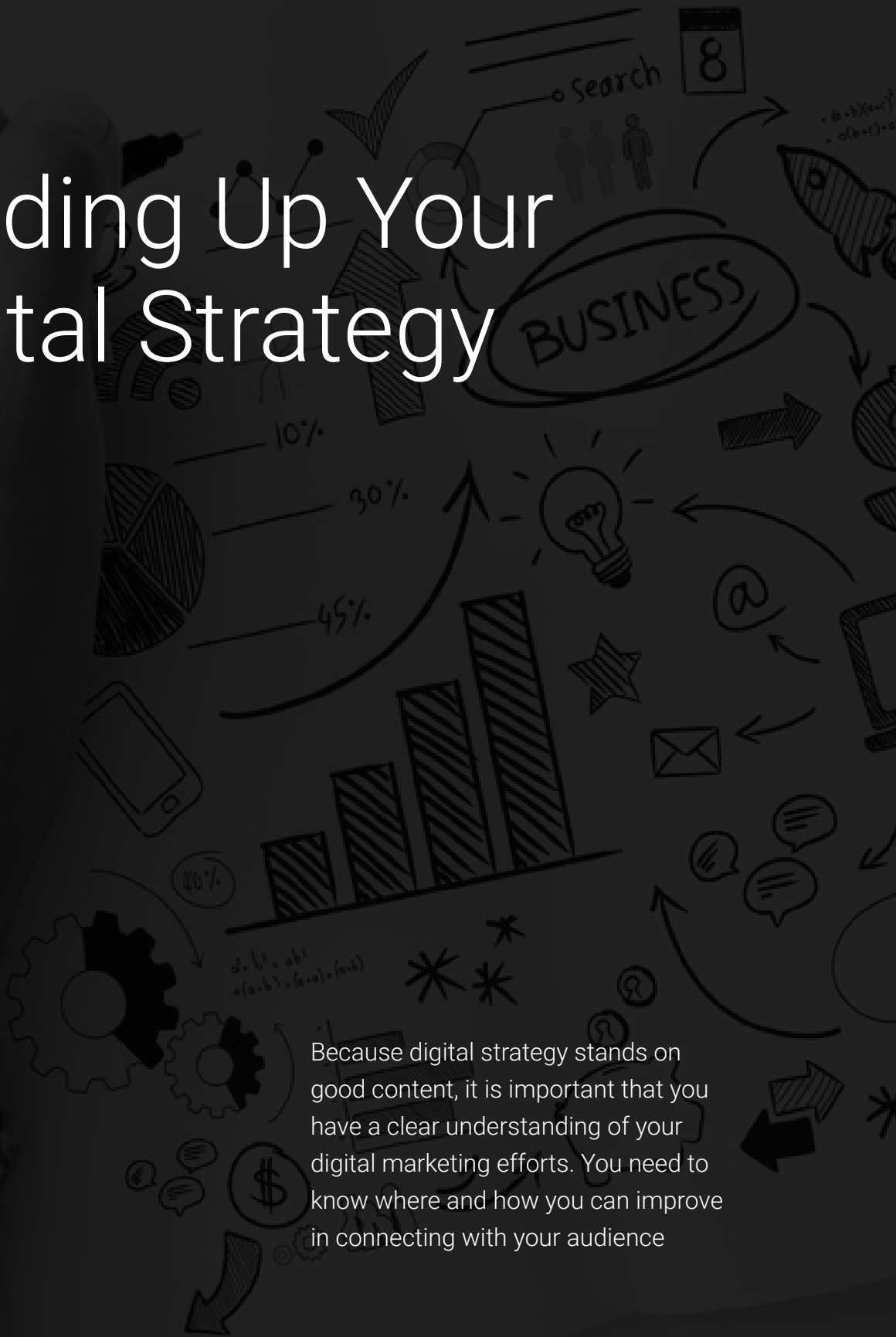
"We have technology, finally, that for the first time in human history allows people to really maintain rich connections with much larger numbers of people."

– Pierre Omidyar



Chapter 6:

Building Up Your Digital Strategy



Because digital strategy stands on good content, it is important that you have a clear understanding of your digital marketing efforts. You need to know where and how you can improve in connecting with your audience

Your content must have these three elements:

1. Useful
2. Educational
3. Helpful

In building content you need to consider your customers' pain points. It is from here you can build up themes and pillar content ideas. One rich source of information for developing content is your sales and customer service teams. Why not make content that answers the most common issues and concerns of your existing customers?

Things to Remember:

1. Prepare a Google Sheet where you can map out the actions you will need to do based on the strategic initiatives you want to push out. Share the location of this sheet so that your team can access it anytime. Feel free to change and refine it over time.
2. From this Google Sheet you can also plot out a 1-year timeline to cover events and milestones in the business, this way you are always in sync to relevant events both for you and your customers.
3. You can also prepare a content plan and ideas list. This listing can be used to make a content calendar that includes posts for social media and other online channels (blogs, podcasts, YouTube Channel), timeline or date of posting, captions and key details for each content, deadlines, deliverables, formats and assigned persons.

Now you have the big picture covered and also the small actions or tactics that allow for the strategic goals to be achieved.

"In the world of Internet Customer Service, it's important to remember your competitor is only one mouse click away."

– Doug Warner



Chapter 7:

Budget & Timeframes - How To Get It Done



With the content planner and calendar all laid out, you can now set the timing of your strategic actions. Since everything is in sync and follows a content flow, you can better set budgets at any given period of your calendar

Social Media Planner 001 - 003					
001 Content Details		002 Content Details		003 Content Details	
Date of Content		Date of Content		Date of Content	
Media Type	JPEG FLAT IMAGE	Media Type	JPEG FLAT IMAGE	Media Type	JPEG FLAT IMAGE
Category	Normal Overlay	Category	Normal Overlay	Category	Normal Overlay
Quick Description		Quick Description		Quick Description	
Content Details & Hashtags		Content Details & Hashtags		Content Details & Hashtags	
Billboard ads or mobile ads? Looking at this photo, the answer is obvious. People do not look up anymore and marvel at the size of your ad - they look		We just want to share this blog from Canva that can really help modern business owners DIY their social media content efforts. One of the hardest thing to decide for is the font			

1. You can better allocate budget for campaigns through a plotted calendar.
2. You can now forecast the talent that you need in every juncture of your strategic plan.
3. You can now better manage your teams and make sure everybody is aware of their roles and responsibilities.

With all these things plotted out, you can already determine if you have the needed resources to roll out all the actions you have planned.

If you feel you have all that you need, it is time to go ahead and push hard! Otherwise, you can choose to trim down the list and prioritise activities that would give you the best results considering your available resources.

Chapter 8:

Set Your Monitor And Adjustment Process

You have successfully made a strategic digital marketing plan from scratch. From audits of your existing channels to assessment of your competitors, you have now taken the strategic initiative to grow your business online.

But to ensure success, you need to have a way to measure how your actions and activities are faring as they are rolled out.

You see, strategic actions must be measured. It is through this you can maximise your plan and build on your initial success while learning where your plan needs improvement.

Refinement of strategy is just as important!

1. Check and balance the results against your goals to see which actions are giving you great results. You can then strengthen and improve that action.
2. Make sure you already have a means to measure the performance of the actions you have set. Produce reports as often as you think is necessary.
3. Create a shareable document that updates in real time. This is where you will publish the results of your strategic actions. Let your people see how you are inching closer (or farther) away from your goals. Make it a team effort!
4. Make sure to track your data using tools like Google Analytics, Facebook Insights and etc.
5. By measuring the success of your strategic actions, you can make better decisions moving forward!

“Innovation needs to be part of your culture.
Consumers are transforming faster than we are,
and if we don’t catch up, we’re in trouble.”

- Ian Schafer



There you have it!

You just had a crash course on strategy development for your business.

Do you have more questions? Do you need help in building your company's digital marketing strategy? Visit our website and see what more we can do for you!



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