

E-Commerce Digital Marketing Strategy Template

1. Business Overview

Business Name

Enter business name

Business Goals

What are your main objectives?

Unique Value Proposition

Why do customers choose you?

2. Target Audience

Customer Profile

Demographics, interests, location, etc.

Customer Pain Points

What problems do you solve?

3. Competitor Analysis

Competitor	Website	Strengths	Weaknesses
Name	example.com	List strengths	List weaknesses

4. Digital Marketing Channels

Channel	Objectives	Key Tactics	KPIs
Email Marketing	e.g. Nurture, retain	e.g. Newsletters, automation	e.g. Open rate

Paid Ads (PPC, Social)			
SEO / Content			
Social Media			

5. Content Strategy

- **Content Types:**

e.g. Blog, Video, Product guides

- **Tone & Message:**

e.g. Friendly, expert, etc.

- **Publishing Frequency:**

e.g. 1x/week

6. Metrics & KPIs

1. Traffic
2. Conversion Rate
3. Customer Acquisition Cost
4. Average Order Value
5. CLV (Customer Lifetime Value)
6. ROI per Channel

7. Budget Overview

Channel	Monthly Budget	Notes
e.g. Ads	\$	

8. Timeline

Month / Quarter	Initiative	Status
Q1	Launch campaign	In progress

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9. Notes

Additional comments or action items...