

# 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
<div>Name</div>	<div>example.com</div>	<div>List strengths</div>	<div>List weaknesses</div>
<div></div>	<div></div>	<div></div>	<div></div>

## 4. Digital Marketing Channels

Channel	Objectives	Key Tactics	KPIs
Email Marketing	<div>e.g. Nurture, retain</div>	<div>e.g. Newsletters, autom</div>	<div>e.g. Open rate</div>

Paid Ads (PPC, Social)	<input type="text"/>	<input type="text"/>	<input type="text"/>
SEO / Content	<input type="text"/>	<input type="text"/>	<input type="text"/>
Social Media	<input type="text"/>	<input type="text"/>	<input type="text"/>

## 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

- Traffic
- Conversion Rate
- Customer Acquisition Cost
- Average Order Value
- CLV (Customer Lifetime Value)
- ROI per Channel

## 7. Budget Overview

Channel	Monthly Budget	Notes
<input type="text" value="e.g. Ads"/>	<input type="text" value="\$"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

## 8. Timeline

Month / Quarter	Initiative	Status
<input type="text" value="Q1"/>	<input type="text" value="Launch campaign"/>	<input type="text" value="In progress"/>

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9. Notes

Additional comments or action items...