

Digital Marketing Channel Strategy Outline

1. Objectives & KPIs

- Define business and marketing goals
- Identify key performance indicators (KPIs)

2. Target Audience

- Demographics
- Psychographics
- Buyer personas

3. Channel Selection

1. Owned Media (e.g., Website, Blog, Email)
2. Earned Media (e.g., SEO, PR, Social Shares)
3. Paid Media (e.g., PPC, Display Ads, Social Ads)
4. Shared Media (e.g., Social Networks, Partnerships)

4. Channel Strategy

- Approach and content for each channel
- Integration methods across channels
- Channel-specific KPIs

5. Content Plan

- Key topics and themes
- Content types & formats
- Publishing calendar overview

6. Budget Allocation

- Estimated spend per channel
- Resources required

7. Measurement & Reporting

- Tracking tools & analytics platforms
- Reporting frequency
- Optimization plan

8. Responsibilities & Timeline

- Team roles and responsibilities
- Key milestones & deadlines