### **Marketing Action Plan**

#### **1. Title of the Marketing Action Plan**

**Example:** Digital Marketing Action Plan

#### **2. Purpose of the Action Plan**

**Example:**To increase brand awareness and boost website traffic by 30% in 6 months using digital marketing strategies.

#### **3. Goals and Objectives**

* Increase website traffic by 30% in 6 months.
* Generate 1,000 new leads from social media campaigns.
* Improve conversion rates on landing pages by 15%.

#### **4. Action Steps**

| **Task/Activity** | **Responsibility** | **Timeline/Deadline** | **Resources Required** | **Status** |
| --- | --- | --- | --- | --- |
| Launch SEO campaign | SEO Specialist | December 10, 2024 | SEO tools, content writers | In Progress |
| Run social media ad campaign | Marketing Manager | January 1, 2025 | Ad budget, design tools | Not Started |
| Optimize landing pages | Web Developer | January 20, 2025 | CMS access, design templates | Not Started |

#### **5. Roles and Responsibilities**

* **SEO Specialist:** Handles website optimization.
* **Marketing Manager:** Runs social media campaigns.
* **Content Writers:** Create ad content and blog posts.

#### **6. Timeline and Milestones**

* **Week 1-2:** Launch SEO and ad campaigns.
* **Week 4:** Track conversions and measure ad performance.
* **Week 8:** Review campaign results and optimize as needed.

#### **7. Monitoring and Evaluation**

* **Tracking Method:** Weekly traffic reports and monthly campaign performance reviews.
* **KPIs:** Website traffic, lead conversions, sales.