

Client Digital Marketing Plan

1. Executive Summary

- Overview of the client's business and digital marketing goals.
- High-level overview of services provided.

2. Goals and Objectives

- **Goals:** Improve client branding, lead generation, or sales.
- **Objectives:** Increase client's organic traffic by 25% in 3 months.

3. Target Audience

- Audience segmentation based on client input.
- Detailed personas for campaigns.

4. Strategies

a. Website Optimization

- Ensure responsive design and fast loading.
- Implement CRO tactics.

b. SEO

- Optimize the client's website for local and niche keywords.
- Build backlinks.

c. Social Media Management

- Platform-specific posting strategies.
- Engage with followers and respond to queries.

d. Content Creation

- Blog posts, videos, and infographics.

e. Reporting and Feedback

- Set up analytics dashboards.

5. Budget Allocation

- Transparent breakdown of costs by channel.

6. Metrics

- ROAS, traffic increases, and engagement rates.