## **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.