## **Monthly Digital Marketing Plan**

### **1. Goals for the Month**

* Define short-term goals (e.g., increase traffic by 10% this month).

**2. Key Focus Areas**

* Example: Social media engagement, SEO, PPC.

**3. Weekly Breakdown**

#### **Week 1:**

* Finalize campaigns.
* Keyword research and competitor analysis.

#### **Week 2:**

* Launch campaigns.
* Begin content creation.

#### **Week 3:**

* Monitor and optimize performance.

#### **Week 4:**

* Generate reports and iterate.

**4. Budget for the Month**

* Detailed allocation for campaigns and tools.

**5. Metrics**

* Traffic growth, social engagement, email open rates.