

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.