YOUR DIGITAL MARKETING AGENCY'S MARKETING PLAN

*~ **SUCCESS** Doesn't Just Happen ~*
*~ It Comes From Observations & Careful **PLANNING** ~*

by Tammy Durden

Fearless Business Boss Coaching Co.

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Your Business

Planning Marketing for Year: _____ Date _____ Prepared By _____

Business Objectives	
Current Situation	
Preliminary Requirements	
Opportunity Statement	
Risks or Barriers	
Recommendations	
Budget Estimate	
Schedule Estimate	

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Marketing Strategy

Monthly Planner for Organic & Paid Marketing

Date: Month:

SOCIAL MEDIA STRATEGY

Platform	Content Plan	Engagement Tactics	Posting Schedule

PAID ADVERTISING PLAN

Platform	Advertising Type	Campaign Content Messaging	Target Audience	Advertising Budget

PERFORMANCE REPORTING WITH ANALYSIS

- Performance (Response)
- Measurement Period
- Target Benchmark
- Analysis and Action

BUDGET AND ROI

Expense Category

Budget Allocation

ROI Measurement

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Welcome to Your Marketing Planning

Hello & Welcome!

I'm Tammy, a Business Coach & Consultant with Fearless Business Boss coaching company.

I'm thrilled to have you download this short workbook to help you with planning your marketing. Whether you are planning for a month, a quarter, or a full year, I think it will be useful.

This is an abreviate version but if you duplicate some pages I think you can use again and again.

If I can help you with anything as you plan your agency and marketing please reach out and book your free full 30-minute session.

I offer a unique combination of coaching with consulting mixed in. Coach is not about offering solutions, but rather helping you through guided questions and discussions to come to a solution. Whereas, consultation is giving you the ansewrs to questions you are asking when you do not have the answers.

I wish you great success with your virtual team building. I hope to meet you in the near future.

To Your Continued Success!

Tammy

Fearless Business Boss
A Business Coaching & Consulting Company Helping You Grow Your Business