

DEK Digital Marketing | Your Company's Personal Digital Marketing Assistant

Thinking about and building a plan for your company's Digital Marketing plan is the first step you should take before diving into Digital Marketing. Use this worksheet as a starting point to build your Digital Marketing plan. Make sure that you are setting S.M.A.R.T. goals when you fill out this worksheet.

Digital Marketing Cookbook Worksheet

Main Goals: (What needs to happen for you to say, "My Digital Marketing Strategy Is Working"?)

- 1.
- 2.

Use this table to fill in your measurable "Key Performance Indicators" that will help you reach your goal. Then decide on a yearly goal for that KPI. Next, you'll want to break that KPI down into months, weeks and for some, even days, to help you reach that end-result.

KPI	Yearly Goal	Monthly Goal	Weekly Goal

Marketing Channels to Help Reach Your Main Goals: (This could be, but is not limited to, Social Media, Email Marketing, New Content Creation, Prospecting Events, Webinars, Videos, etc.)

- 1.
- 2.
- 3.
- 4.
- 5.

Have more questions about creating your Digital Marketing Strategy? Reach out, either by email at: dekdigitalmarketing@gmail.com or call us at (248) 535-4625

We'd love to help!