Digital Marketing Plan

# **<Your Company Name>**

# Overview

A digital marketing plan made by Excel Digital to take your business to the next level. The plan assumes that you are starting a new local small business. This plan focuses on the growth of your business organically but if you invest in the paid advertisement also, you will get to your results earlier as well. If you want me to handle all of this for you, just give me a call at +647-573-6644 or email me at info@exceldigital.ca

# Goals

1. **Increase Website Traffic:** Add google analytics and google search console to the website so that the traffic could be measured. Work on-page and off-page to increase the traffic.
2. **Increase Google My Business (GMB) Page Visits:** Optimise the content on the business profile of Google, Bing, and other local directories to increase its traffic.
3. **Increase Social Engagement:** Create a social calendar and post on all the social media consistently and following the brand identity.
4. **Increase Foot Trafic:** Grabbing opportunities to let people leave good reviews on Google, and recommend others on social media

# Specifications

This Marketing plan will tackle the above-listed goals in a sequence. It is assumed that you already have a working website and an amazing logo. Depending on the niche of your business and brand, it is important to understand that it can take up to 6 months to be listed on the first page of Google for important keywords.

# Milestones

## First 1000 monthly website visitors

Write amazing and engaging blogs focusing on “long-tail keywords” consistently, and reach out to people in your niche and ask them to link to your article.

Use free tools such as Ubersuggest to see your backlinks.

[How to Build Backlinks Without Paying for Them](https://youtu.be/MjO8lIQ68-8)

## Having the GMB profile listed on the front page

Optimize the GMB profile with relevant keywords. Update the profile with relevant photos and videos. Reach out to existing customers to leave reviews on your profile.

## First 200 social followers

Posting relevant content on your social media profiles, something that is useful and is relevant to the readers, do not use every single post as a sales pitch. The best way to achieve this is by making a few pieces of content and scheduling them on a consistent calendar. Short 30 secs to 1 min videos do amazing for social media !!!