

DIGITAL MARKETING TOOKIT

Media Trust's Digital Marketing Toolkit has been designed specifically for small charities to develop an impactful and effective digital communications strategy. Each template represents a different stage of developing a digital marketing strategy and can be used individually or as a whole.

	DIGITAL MARKETING STRATEGY	Draft created on:	Strategy relevant from:
PERSONA	CHANNELS	Responsible:	Accountable:
		LANDING PAGE	WHAT ARE YOUR GOALS?
		Location:	
		Title:	2
		. /	
		Call to Action:	3
			4
		Hero Content:	
			WHAT WILL YOU TEST?
MESSAGING		Hub Content:	
		Hygiene Content:	2
		Image/Video Assets:	3
			4



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RISKS	HOW WILL YOU MEASURE?		BUDGET
	☐ Google Analytics / Tag Manager	☐ Twitter Analytics	
	☐ Medium blog	☐ Other social tracking	Website £
	☐ Facebook Insights	☐ Email marketing data	
	☐ Twitter Analytics	☐ Google Adwords data	Social Ads
	NOTES		
MITIGATIONS			Google Ads
			Assets £
			Total: