



DIGITAL OBJECTIVE BUILDER

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.

Charity name: _____ Responsible: _____ Accountable: _____ Draft created on: _____ Strategy relevant from: _____

STRATEGIC GOALS

Location

Services

Awareness

Change

Internal comms

Other

YOUR DIGITAL OBJECTIVES

What would you like to achieve digitally to support your overall strategy?

What activity relates to your digital objective being met?

How will you measure?

	Current baseline	Target	Deadline
Donations	_____	_____	_____
Registrations	_____	_____	_____
Website visitors	_____	_____	_____
Other	_____	_____	_____

- Google Analytics
- Facebook Insights
- Twitter Analytics
- Email marketing system analytics (e.g. Mailchimp)
- Google Ads analytics
- Other analytics (please specify)

GETTING IT DONE

New systems / processes

Person responsible

1 _____ 2 _____ 3 _____

Support

1 _____ 2 _____ 3 _____

Monitoring

Frequency

SUMMARY

Well done for setting a digital objective! Here's what you've said you want to achieve...

[Charity name] wants to [strategic goals] to do this we will [digital objective] increasing/decreasing [activity] by [x% / actual number] on [our current baseline] by [date].

We will measure this through [measurement tool]. To do this we will set up [any systems or processes that need to be established]. [staff member name] will be responsible for this objective being met, supported by [staff or volunteers who are involved].