

DIGITAL MARKETING STRATEGY

Draft created on: _____

Strategy relevant from: _____

Responsible: _____

Accountable: _____

PERSONA

CHANNELS

LANDING PAGE

Location:
Title:
Call to Action:
Hero Content:
Hub Content:
Hygiene Content:
Image/Video Assets:

WHAT ARE YOUR GOALS?

1	_____
2	_____
3	_____
4	_____

MESSAGING

--

WHAT WILL YOU TEST?

1	_____
2	_____
3	_____
4	_____

