



# DIGITAL MARKETING BOOTCAMP



## MISSION GUIDE



THE UNIVERSITY OF ALABAMA®

This guide was developed by the Small Business Development Center at the University of Georgia, and reproduced with permission by the Alabama SBDC and Mississippi SBDC as part of a three-state effort to bring the Digital Marketing Bootcamp to more rural parts of each state, with an emphasis on disaster-impacted communities.

# MARKETING STRATEGY ROADMAP



## SETTING S.M.A.R.T. GOALS

What do you want to accomplish with your digital marketing efforts?

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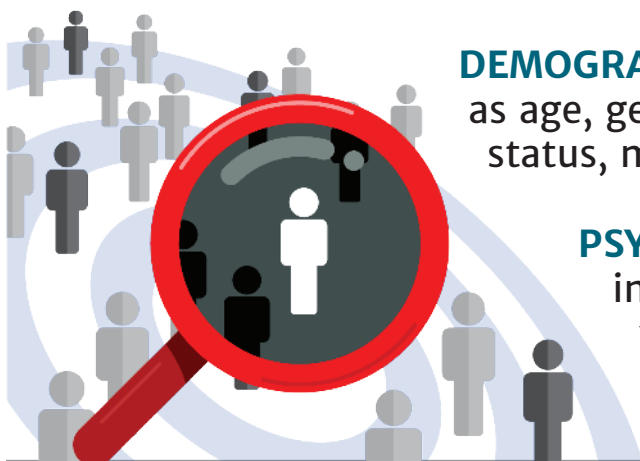
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Is this a S.M.A.R.T. goal?

- Specific:** Do you say exactly what you intend to do?
- Measurable:** What key performance indicators (KPIs) will you measure?
- Attainable:** Can you realistically achieve this goal?
- Relevant:** Is the goal relevant to your overall business and marketing strategy?
- Time-Based:** What is your deadline for completing the goal?

# YOUR TARGET AUDIENCE

	DEMOGRAPHICS	PSYCHOGRAPHICS
CUSTOMER 1		
CUSTOMER 2		
CUSTOMER 3		



**DEMOGRAPHICS:** Quantifiable information such as age, gender, income, location, employment status, marital status, and race.

**PSYCHOGRAPHICS:** Lifestyle or cultural information such as hobbies, interests, values, opinions, behavior, and attitudes.

At what stage of the buyer's journey are they?

- Awareness:** Realization of a problem or need – search for a solution begins
- Consideration:** Comparison of different solutions to the problem or need
- Purchase:** The buyer decides on the best solution and makes a purchase
- Retention:** After a great experience, the customer continues to purchase from you
- Advocacy:** The customer is such as fan that they promote you to others

# YOUR TARGET AUDIENCE

What problem(s) are you solving for these customers?

CUSTOMER 1	CUSTOMER 2	CUSTOMER 3

How can your product or service help solve these problems?

CUSTOMER 1	CUSTOMER 2	CUSTOMER 3

What action do you want these customers to take as a result of your marketing strategy (buy, schedule a tour, request estimate, etc.)?

CUSTOMER 1	CUSTOMER 2	CUSTOMER 3

Who are your primary competitors for these customers?

CUSTOMER 1	CUSTOMER 2	CUSTOMER 3

# REACHING YOUR CUSTOMERS

What digital channels might be best for reaching your customers?

	CUSTOMER 1	CUSTOMER 2	CUSTOMER 3
WEBSITE			
YOUTUBE			
FACEBOOK			
INSTAGRAM			
PINTEREST			
LINKEDIN			
SNAPCHAT			
TWITTER			
TIKTOK			
OTHER SOCIAL MEDIA			
EMAIL			
INFLUENCER MARKETING			
OTHER			

# YOUR COMPETITION

	<b>YOUR COMPANY</b>	<b>COMPETITOR 1</b>	<b>COMPETITOR 2</b>	<b>COMPETITOR 3</b>
<b>PRODUCT/ SERVICE COMPARISON</b>				
<b>MARKETING CHANNELS</b>				
<b>STRENGTHS</b>				
<b>WEANKESES</b>				
<b>KEY COMPETITIVE ADVANTAGE</b>				

Why will your customers buy from you and not your competitors? What makes you different? Better? What proof do you have to back that up?

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# SOCIAL MEDIA

What key performance indicators (KPIs) will you track and measure?

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What content will you post?

## PROMOTIONAL

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## EDUCATIONAL

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## ENTERTAINING

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What hashtags will you use?

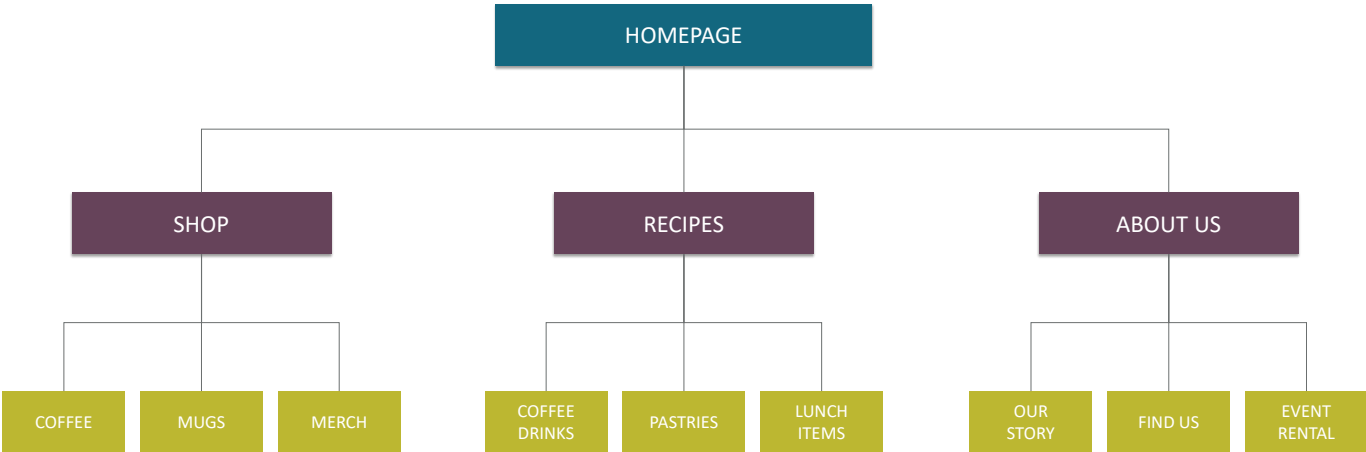
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# STORYBOARDING YOUR WEBSITE



Use this space to sketch out the storyboard for your website:

# WEBSITE CONTENT

What keywords/keyword phrases will you prioritize for your content?

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For each keyword, indicate how you will incorporate it into your website content. What webpage will each keyword be used on? Think of blogs, FAQs, other specific webpages, etc.)

KEYWORD/KEYWORD PHRASE	WEBSITE LOCATION





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