

DIGITAL MARKETING BLUEPRINT



By Martin Jokub

STAGE1

Research & Discovery



STAGE2

Planning & preparation



STAGE3

Action & Data Works



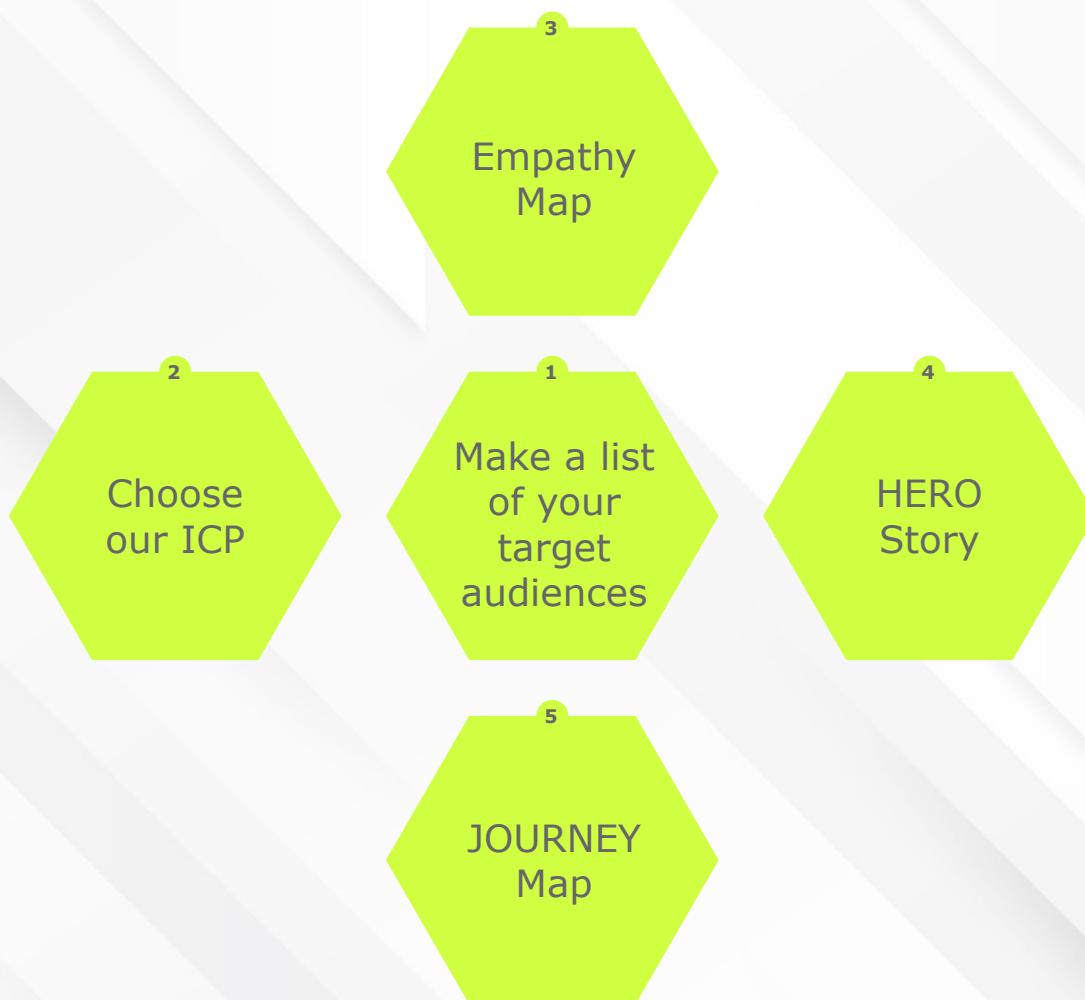
STAGE4

Updates on the new iteration



In the first stage of research, you gather theoretical or practical information about the audience you try to reach and sell.

- ▶ If you talk to everyone - you talk to no one.
- ▶ How your **Ideal Customer Profile (ICP)** looks like?
- ▶ You need to know both demographic and psychographic sides of your ICP.

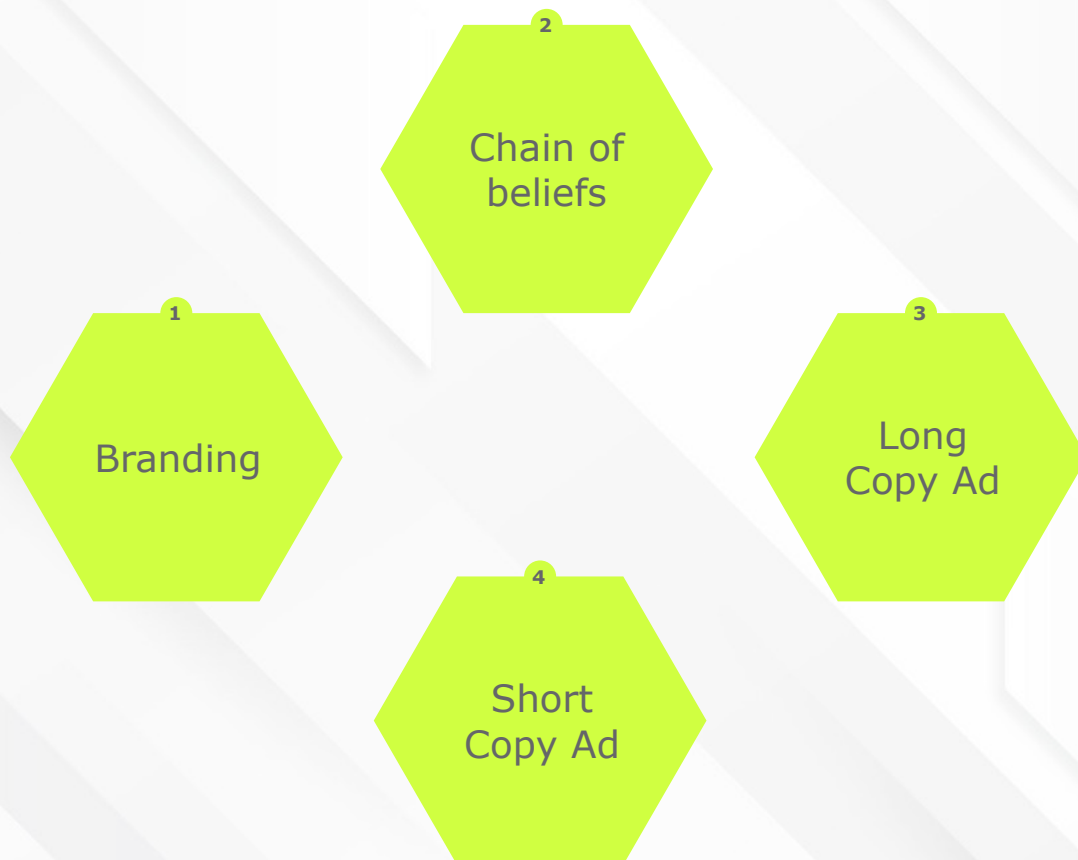


Create an irresistible offer(s) for your target audience (ICP). Make it understandable for your ICP. Understand how your product and offer will change your prospects lives.



Find the optimal way how to communicate your offer to your audience in the simple language that your audience will understand.

Get deep. Forget yourself. Think about your ICP first. Use the language, slang, enemies and friend, daily situations as a connecting point. Don` t sell. Connect. Create relationships. Offer a solution to the problem that is more effective than other solutions.



Now you make a research to find channels where we can reach your target audience. Based on specific channel requirements you adapt your message and communication forms to it.



Create a strategy on one page (draw a scheme / digital map). All your research data is reachable in the strategy. Create a simulation and find out the minimal theoretical working model of your strategy. Set KPIs and know your target numbers.



Do you have all right tools and accounts ready to be used? Get it! This is a critical part where most businesses fail. Be exception, know your tools. Do you have people who know how to use these tools? Learn and educate your team.



In this part you collect everything from the research phase and prepare it for the end user. Your web, ads, email, video copies, design, logic and setup. Full execution of your marketing strategy.



When you launch your campaign, the first phase of it is data collection. Each test or launch/relaunch is like a new version of your marketing campaign. Each campaign can have different objectives, even the campaign main objective is the same, but depending on the variation of your campaign, objectives can differ.



When you collect data, you need to understand how to interpret it. What conclusions you can make and decide what part of strategy requires improvement. It's impossible to recreate everything and you don't need it. Your goal with data is to find bottlenecks and eliminate them.



Here you finish the marketing cycle and start the new one. You gather data. You know what to change in the original campaign, redo it and launch it again. While you create a new version, the old one can work on it`s own and collect more data, to confirm or decline your primary conclusions.

The whole process should be repeated for each new ICP. Just some parts can be adapted, not created from scratch. The process is hardest just the first time, later all starts to flow much faster.



DIGITAL MARKETING BLUEPRINT



Adapt it to your
digital business



Digital Marketing Blueprint v1.1.2. | 2022-10-19

Want to be notified about
Digital Marketing Blueprint
updates?

