

# DIGITAL MARKETING PLAN

Company Name, Inc.

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## Background

Digital Content \_\_\_\_\_

User Experience \_\_\_\_\_

Target Audience \_\_\_\_\_

User Profile \_\_\_\_\_

## Market Research

Competitors \_\_\_\_\_

Our Strengths \_\_\_\_\_

Our Weaknesses \_\_\_\_\_

Long Term Appeal \_\_\_\_\_

## Promotional Strategy

Social Media Outreach \_\_\_\_\_

SEO Planning \_\_\_\_\_

Traffic Measurement \_\_\_\_\_

Promotion Budget \_\_\_\_\_