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marketing. This template in particular has 3 parts - email planning, analytics, and A/B testing. Ecommerce Marketing Plan Template - from SumoWe've been focusing more and more on eCommerce businesses recently, and you can learn all about it in our eCommerce marketing guide. Here's an example of a marketing plan that takes you through all the steps of growing your eCommerce revenue in 12 weeks. eCommerce Marketing Plan Example - from DripHere's another great marketing plan example from Drip. This one is a broad overview of each section and has some additional tracking info to fill out, that the other plans didn't cover. It's a quick and easy one. 14. How to Create a Social Media Marketing TemplateThis is something that we get asked often. Sometimes a marketing manager or brand owner doesn't want to design a whole new marketing plan from scratch, but only wants to focus on their social media. How do you go about creating a social media marketing plan? Here's a high-level overview of how to go about it. 1. Choose your SMART Goals.We've spoken about this at the beginning of this article, and it's super crucial that any kind of plan starts with some goals that make sense. SMART stands for - SpecificMeasurableAttainableRelevantTime-boundHere's an example of a vague goal: -We will increase our blog traffic to 100k monthly uniques.Here's how you turn that into a SMART goal: - We will increase our blog traffic by 10% each month for the next 12 months by increasing all of our posts to 3,000 words and optimizing on-page content. Did you notice how I set a deadline on that SMART goal? T stands for time-bound and deadlines are absolutely crucial. 2. Define your target audienceIt's time to narrow down who your ideal customer is. First, start by looking at your data on Google Analytics or any other tool you're using. Find out as much information on your audience as you can. This could include: AgeGenderLocationIndustryAverage incomeInterestsShopping habits3. Look at your competitorsLook at the top companies in your industry or niche and the type of content that they are posting. You could quickly get some good ideas from doing a thorough competitive analysis on the various online platforms that you want to post on. It might be that your competitors are using video exclusively, or relying heavily on user-generated content, and that should be the type of content that you should create as well. You could also glean the post frequency from your competitors. For example, one of the brands that we were working with wanted to expand into Pinterest. We did a quick analysis and saw that other accounts in their niche were posting 10 pins a day. The average number of pins that's recommended is about 1-2, but here we saw that their biggest competitors are crushing it at 10 pins/day. So we did just that and were able to grow the brand's account to over 2 million viewers in just a few months. Source: Dribbble4. Analyze your social dataNow that you know what your competitors are doing, compare that to where you are holding with your current efforts. Look at the following things on each channel: How many followers you haveHow much engagement (likes & comments) you getWhich types of posts are most successfulDays of the week and times your account gets the most engagementBest times to post5. Decide on accounts & channelsNext, choose the right social media platforms for your business. Decide which ones you want to use and for what purposes. It could be that one channel you could use for impressions, and on the other one, you really care about the engagement. Here's what we do at Mayple:Facebook - Organic impressions + ads to get new brands and marketing experts signed up -> lead generation and salesInstagram - Organic impressions + engagement aimed at marketersLinkedIn - Organic engagement + traffic for brand growthYou might find that Pinterest is a perfect platform to get traffic, while Instagram is primarily for sales. It totally depends on the industry, design, content format, and type of business you have. 6. Get some inspirationNow that you've decided on the channels you're going after, look at some of the best social media posts for your niche and make an inspiration wall for yourself. Look for posts or videos that catch your eye, designs, color schemes & messaging that would work well for your content.7. Decide on post types and formatsNext, decide on the exact types and formats of your posts. Here are a few post formats you could pick from: ImagesVideosGifsMemesCarousel postsInstagram StoriesAudioShort-form contentLong-form contentQuotesI recommend deciding on 4-5 formats and testing them out for a few weeks. 8. Create a social media calendarNow it's time to put it all together into one calendar.Use a scheduling app like eClincher, Sendible, CoSchedule, or Later. They all have different features, so find something that fits your needs and budget. Once you upload all of your posts into one calendar you can see it all visually, and see your post frequency for each platform. 9. Test for 30-60 days and re-evaluateAre you excited? It's time to launch this thing! Launch your posts for the next 1-2 months and see how they do. After 2 months, re-evaluate your progress, double down on the posts that did really well. Take out the posts that didn't do so well. Continue optimizing as you go along. Top Social Media Plan TemplatesHere are a few of our favorite social media plan templates. You can use these to plan your audience, goals, and even a SWOT analysis. These guys cover it all! Get it -> here. RecapWe've covered pretty much everything you need to know about how to plan, create, and design your digital marketing plan. Your plan should be the basis for all of your marketing initiatives of your marketing department and should serve as the guideline for creative marketing material, setting up your campaigns, and your plan of action.We've already created a really effective marketing plan template - Download your template now.

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