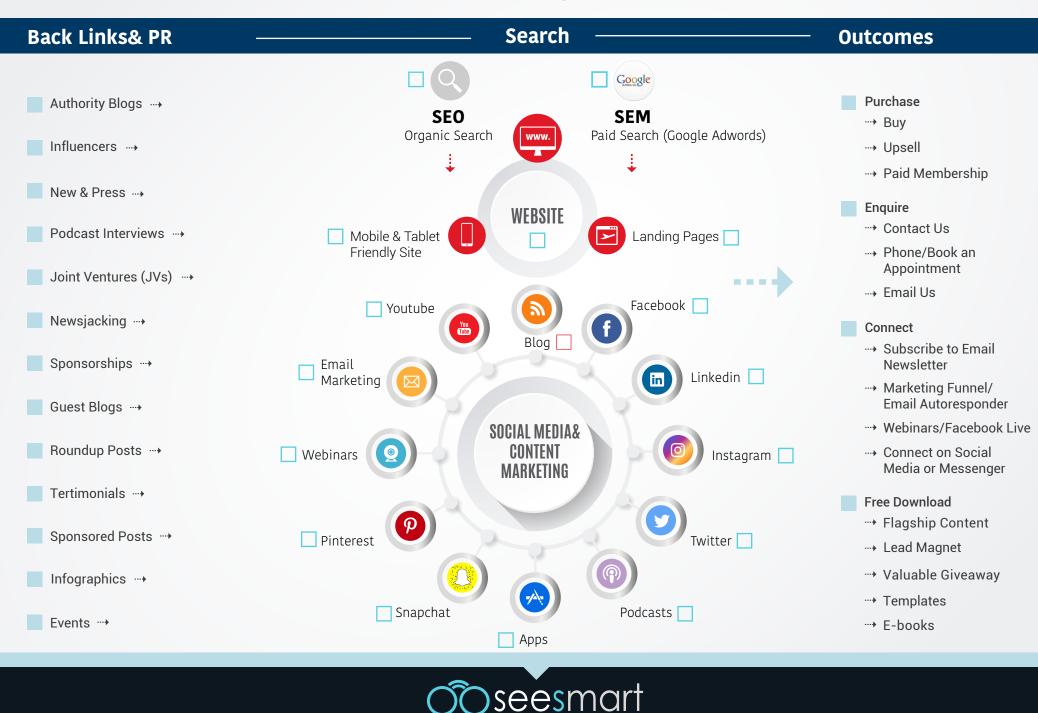
Web Strategy //

Google



Web Strategy Planning Template

COMPANY: _____

PRODUCT/SERVICE:

WHO	Buyer Persona	l:	2:	
	Description Who is this person?			
WHAT	Problems you solve for this buyer? Why are they buying from you?			
	Actions you'd like them to take: Purchase			
	Enquire			
	Connect			
	Free download (Lead magnet)			
WHY	How are you remarkable?			
	Proof Guarantees, testimonials, press etc.			
WHERE	Where are they? Google, blogs, Facebook, Instagram etc.			
	Who do they trust?			
HOW	Content is King (Strategy) What will you publish?			
	Keywords buyers type into Google.			
	Marketing is Queen (Tactics) Blog, Twitter, YouTube, email, newsletter, e-books, Facebook, podcasts etc.			
WHEN	Things to do this week:		٥	No. of Purchases:
	this month:		CAR	No. of Enquiries:
	this quarter:		SCORECARD	No. of Connections:
	this year:		SC	No. of Downloads:

