



Marketing Plan Chapter 1 - Digital Marketing Goals

Goals	Comments, Description and Values
Building a positive brand reputation	What evidence is there online that your business has a positive reputation?
Endorsing brand credibility	Who or what brands endorse your credibility? Brands/Associations/Influential customers/complimentary businesses
Reach new audiences	A different geography? A younger audience?
Develop brand persona	What are you known for, or want to be known for?
Customer loyalty	Do you know what percentage of repeat customers you have? Do you reward them?
Launch (or relaunch) a new product or service	What revenue and/or how many unique purchases do you require?

Research/feedback	What have you learned from listening to your customers?
Sales	An increase of 5%, an annual turnover of £50,000?

Your own notes