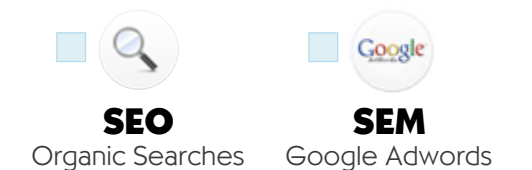




Web Strategy



Search



Back Links

- ☐ Blogs →
- ☐ News Websites →
- ☐ Guest Blog Posts →
- ☐ Testimonials →
- ☐ Speaker Bios →
- ☐ Expert Articles →
- ☐ Industry Partners →
- ☐ Blog Directories →
- ☐ News Releases →
- ☐ Affiliates →
- ☐ Awards →
- ☐ Galleries →
- ☐ Infographics →
- ☐ Events →
- ☐ Reddit →
- ☐ StumbleUpon →
- ☐ Digg →
- ☐ _____ →
- ☐ _____ →



Outcomes

- PURCHASE**
 - Buy
 - Donate
 - Renew
- ENQUIRE**
 - Contact Us Form
 - Questionnaires
 - Apply Now
- CONNECT**
 - Follow on Twitter
 - Subscribe to Emails
 - 'Like' on Facebook
 - Subscribe to Blog
 - Connect on LinkedIn
- DOWNLOAD**
 - Flagship Content
 - Premium Content
 - E-books
 - Templates





Web Strategy Planning Template

COMPANY: _____
PRODUCT/SERVICE: _____

	Buyer Persona	1:	2:
WHO	Description Who is this person?		
	Problems you solve for this buyer? Why are they buying from you?		
WHAT	Actions you'd like them to take:		
	Purchase		
	Enquire		
	Connect		
	Download		
WHY	How are you remarkable?		
	Proof Guarantees, testimonials, press etc		
WHERE	Where are they? Google, blogs, Facebook, Twitter 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		

	Things to do this week:			
WHEN	... this month:	SCORECARD	No. of Purchases:	
	... this quarter:		No. of Enquiries:	GOAL
	... this year:		No. of Connections:	RESULT
			No. of Downloads:	