

# Online Marketing Plan Outline

## **I. Objectives – SMART Goals**

What are you intending to accomplish with your online advertising program?  
When do you intend to accomplish your goals?

## **II. Target Audience(s)**

Who are you intending to reach with your program and what makes them a good client?

## **III. Strategies**

How will you utilize your website and the various channels and formats for promoting your product/service online?

In what combination will you utilize them (percentages/dollar value/time spent)?

Will your strategy utilize offline in combination with online tactics?

How will you position your product/service in this medium?

## **IV. Tactics**

How will you go about implementing your program?

When will your tactics be planned and executed?

What are the messages in each medium for each target market?

## **V. Resources and Budget**

What are the financial resources available or that you need?

What are the implementation resources available or do you need?

## **VI. Measure, Track and Report**

How will you measure, track and report on your progress?

How frequently will you evaluate your progress?

## **VI. Correct and Continue**

Correct (or stop doing) what didn't work and continue doing (or expand) what did work in your implementation. Emphasize what is working (i.e. getting you results and closer to your objective) and eliminate or adjust what isn't working.