



**BROKER BITESIZE:  
HOW TO CREATE A  
SIMPLE MARKETING PLAN**

# HOW TO CREATE A SIMPLE MARKETING PLAN

(WITHOUT THE JARGON)

## 1 KNOW YOUR AUDIENCE



For any marketing strategy - digital or not, you need to know who you're marketing to, so you can tailor your messages, tone and content to the needs of your target audience. The best digital marketing strategies are built upon detailed buyer personas, and your first step is to create them.

Buyer personas are fictional characters, created by yourselves, to help you to understand your customers and your prospective customers' behaviours. You can use a range of research and data insights to help you create buyer personas for your target audience. For example, you can gather information such as location, age and interests from most in-app analytics tools. Platforms such as LinkedIn can also give you information on customers' job titles for example, which can be found on the analytics tab via their website. This information can be used to accurately estimate their income to decide whether your products are affordable to that audience. Whilst you can gather a vast amount of information from social media, search and site analytics, you may wish to consider primary research like surveys or focus groups to answer more specific questions.

## 2 IDENTIFY GOALS AND TOOLS YOU'LL NEED



Your digital marketing goals should always be tied back to the fundamental objectives of your business. For example, if your business objective is to increase online revenue by 20%, then your marketing team's goal might be to generate 50% more leads via your website to contribute to that success. To improve brand awareness, some goals might be to increase visibility of your brand through organic search (SEO). This would mean that you would need to look at key words to make your website content more visible to your potential customers and easily searchable on Google.

Whatever your overarching digital marketing goal is, it's vital that you can measure the success of your strategy along the way with the right digital marketing tools.

# 3 EVALUATE YOUR EXISTING DIGITAL CHANNELS AND ASSETS



When reviewing your existing digital marketing strategy, it's helpful to first consider the big picture. Gather what you have, and categorise each asset in a spreadsheet, so you have a clear picture of your existing owned, earned, and paid media.

Owned Media	Earned Media	Paid Media
<p>This refers to the digital assets your brand or company owns - whether that's your website, social media profiles, blog content, or imagery. Owned channels are what your business has complete control over.</p>	<p>Earned media refers to the exposure you earn through word-of-mouth marketing. Whether that's content you've distributed on other websites, PR activity, or the customer experience you've delivered. You can earn media by getting press mentions and positive reviews as well as by people sharing your content via their networks (e.g. social media channels).</p>	<p>Paid media refers to any channel you spend money on to catch the attention of your target audience. This includes things like Google AdWords, paid social media posts, native advertising (e.g. sponsored posts on other websites), or any other medium through which you pay in exchange for increased visibility.</p>

# 4 PAID SOCIAL ADS + BOOSTED POSTS

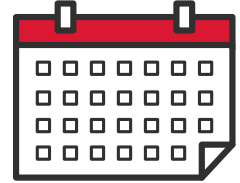


If you've spent a lot of money on AdWords and haven't seen the results you hoped for, maybe it's time to refine your approach, scrap it altogether or focus on another platform that seems to be yielding better results.

Paid social ads is a form of advertising where you pay to directly promote your content to your desired audience. With this option you can reach your target audience directly based on their age, location, interests and more. This method allows you to tailor your ads to your desired target audience and gives you real time analytics that will show how well your advert has performed.

# 5

## AUDIT AND PLAN YOUR CAMPAIGNS

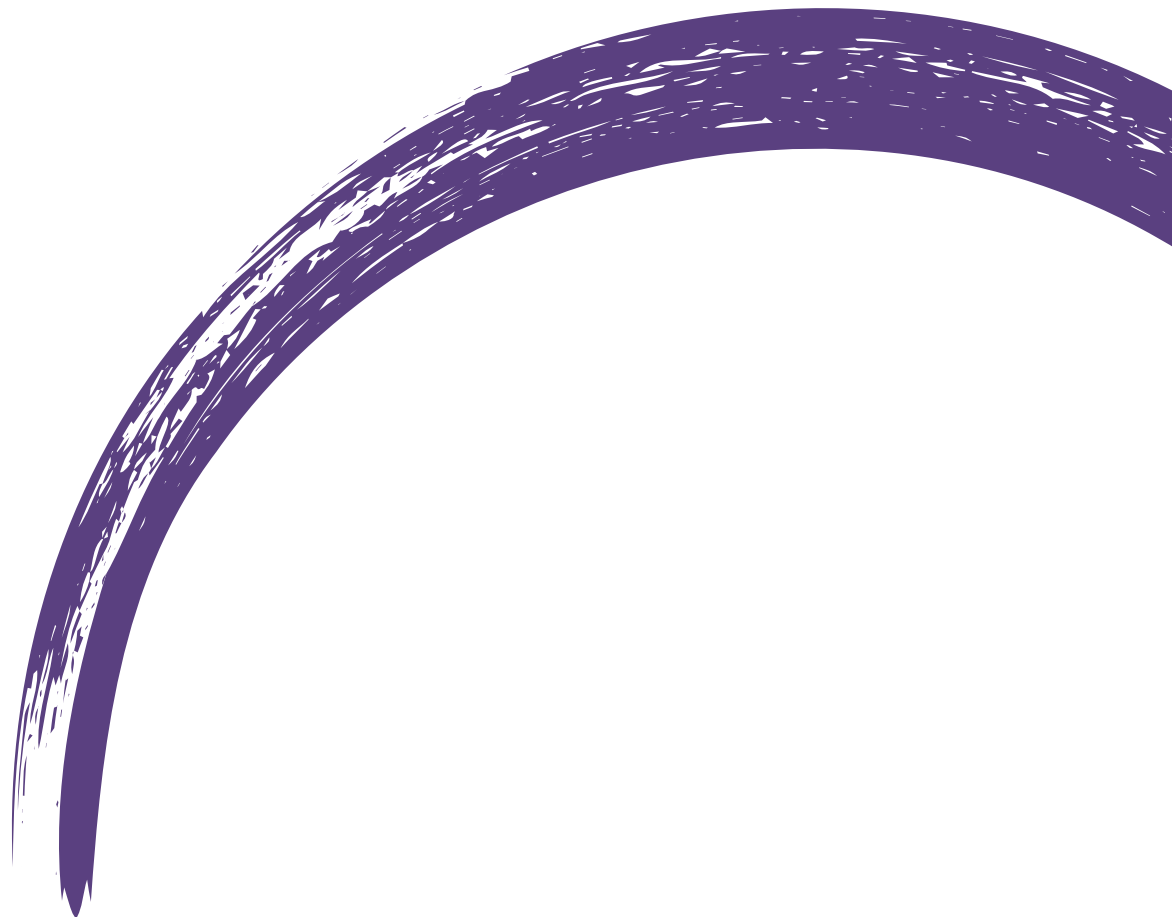


At the heart of digital marketing is owned media - and it almost always comes in the form of content. That's because nearly everything your brand publishes can be classified as content, whether it's an 'About Us' website page, product descriptions, blog posts, newsletters, infographics, podcasts, or social media posts, it's all content.

You may find a particular article you contributed to in the industry press drove a lot of qualified traffic to your website, which boosted conversions i.e. customers making a purchase decision, or taking an action. Or, you may discover LinkedIn is where you see most people sharing content, which increases traffic. The idea is to build a picture of what types of media will most help you reach your goals (and what types won't, based on historical data or testing). However, if there's something new you want to experiment with, don't rule it out just because it's never been done before.

To increase awareness, an example of a goal might be to increase visibility of your brand through organic search. This would mean that you would need to look at popular search words in use for your product or speciality to ensure that any of your content/ blogs/ updates contain variations of those key words.

Based on your findings and the gaps you've identified, you can make a calendar plan which outlines the content and actions that are necessary to help you hit your goals.





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