

Digital marketing plan -- completed example

Example Co, a 12-person B2B services firm (illustrative) · A worked one-page plan, plus the schedule it produces.

Example figures are illustrative and are used to show how the template works. They are not real client data and are not benchmarks.

The one-page plan, completed

Field	Answer
Objective	Increase qualified enquiries from 8 to 20 a month by the end of Q3.
Audience	Operations managers at 50-250 person companies, triggered by a failed audit or a new regulation.
Offer	A fixed-price compliance review, positioned as the cheapest way to find out where you stand.
Priority channels	Depth content on the trigger events; paid search on problem-aware terms; a partner referral programme.
Not doing this period	Paid social, general brand content, conference sponsorship.
Primary metric	Enquiries meeting the qualification criteria.
Budget split	60% media, 30% production, 10% tools
Biggest risk	The subject-matter expert has four hours a month. If content depends on more, the plan fails in month two.

Note what the "not doing" line buys: three excluded channels means the remaining three get enough budget and attention to produce a readable result. A plan listing six channels produces six inconclusive experiments.

Quarterly shape

Quarter	Focus	Why this order
Q1	Fix measurement, then publish	Nothing else is worth doing until the numbers are trustworthy.
Q2	Scale what worked in Q1	Double down before adding anything new.
Q3	Add one channel, carefully	One, with a stated hypothesis and a kill date.
Q4	Convert and consolidate	Retention and repeat purchase are cheaper than acquisition.

Plan or strategy?

If you are not sure which document you are writing, this settles it.

Question	Strategy	Plan
What it answers	Where are we going, and what are we not doing?	What happens, when, who does it, what it costs.
Time horizon	A year or more	A quarter to a year, in months
Changes when	The market or the business model changes	Monthly, as work completes or slips
Length	One page	One page plus a schedule
Fails by	Listing everything instead of choosing	Having no owner or date against anything

Mistakes this example avoids

- Writing a plan with no owner against any line, so nothing is anybody's job.
- Planning twelve months of activity in month one, then abandoning it in month three when reality intervenes.
- Listing channels without saying what each is for, which makes it impossible to judge whether one is working.
- No stated budget split, so media quietly consumes the production budget.
- No review date, which means the plan is never formally wrong and never formally updated.
- Confusing the plan with the strategy: a plan that has to answer "where are we going" will be out of date immediately.