Digital Marketing Strategy & Execution Plan

- 1. Market Research
  - Target Audience Analysis
    - Demographics
    - Psychographics
    - Behavior Patterns
  - Competitor Analysis
    - SWOT Analysis
    - Market Positioning
  - Industry Trends
    - Emerging Technologies
    - Market Demand
- 2. Branding
  - Brand Identity
    - Logo Design
    - Color Palette
    - Typography
  - Brand Messaging
    - Value Proposition
    - Unique Selling Points
  - Brand Voice
    - Tone
    - Style Guidelines
- 3. Website Development
  - User Experience (UX)
    - Navigation
    - Mobile Responsiveness
  - Content Management System (CMS)
    - WordPress
    - Custom Solutions
  - SEO Optimization
    - Keyword Research
    - On-page SEO
    - Technical SEO
- 4. Content Marketing
  - Blog Articles
    - Topics & Keywords
    - Editorial Calendar
  - Video Content
    - Property Tours
    - Client Testimonials
  - Infographics
    - Market Stats
    - Buying Process Guides
- 5. Social Media Marketing
  - Platform Selection
    - Facebook
    - Instagram
    - LinkedIn
    - YouTube
  - Content Strategy
    - Post Types
    - Scheduling
  - Engagement Tactics
    - Community Building
    - Influencer Collaborations
- 6. Email Marketing
  - List Building
    - Lead Magnets
    - Segmentation
  - Campaign Creation
    - Newsletters
    - Property Updates
  - Analytics
    - Open Rates
    - Click-through Rates
- 7. Paid Advertising
  - Pay-Per-Click (PPC)
    - Google Ads
    - Retargeting Strategies
  - Social Media Ads
    - Campaign Objectives
    - Targeting Options
  - Budgeting & Bidding Strategies
    - Cost-per-Click (CPC)
    - Return on Investment (ROI)
- 8. Analytics & Performance Measurement
  - Key Performance Indicators (KPIs)
    - Website Traffic
    - Conversion Rates
  - Tools & Software
    - Google Analytics
    - CRM Systems
  - Reporting
    - Monthly/Quarterly Reports
    - Insights & Adjustments
- 9. Execution Plan
  - Timeline & Milestones
  - Resource Allocation
    - Team Roles
    - Budget Distribution
  - Continuous Improvement
    - Feedback Mechanisms
    - Strategy Adjustments

Boundless Technologies