Digital strategy overview

Theory of change
Target/system

How to make money
Service/product

Campaign strategy or Business plan
- Audience and connection
- Brand and personality
- User journey
- Transact
- Measure and improve
- Budget and time planning

Digital strategy
The digital components to support your business plan:
- Domain and handle selection
- **User journey**
- Goals for website and social assets
- Content planning and systems
- Keyword planning
- Social planning

Digital assets
Assets to support your digital strategy:
- Tech brief for functionality
- Tools/Asset audit and selection
- Setup and learning

Priority assets
- Website
- Email
- Google business profile
- Social media accounts
- Measurement systems
- Apps for your required functionality

Content system
- Brand
- Imagery
- Copy
- Video
- Hardware and software
- Editing
- Publishing

Website
- Goals
- UX/Information design
- Content
- Asset integration
- Search and social optimisation
- Analytics

Support assets
- Canva
- Email database
- Social media manager
- Stripe
- Zoom

Management assets
- Asana
- Xero
- Email client+ filters
- Calendar
- Password manager

Advanced assets
- CRM (database)
- Calendar scheduler

CC BY

gippsland.au

ActionSkills