

## Sample Template – Strategic Digital Sales Plan

### Section 1: Digital strategy summary

Objective	Why	Strategies/actions to achieve your objective	KPIs
<b>Objective 1: REACH</b> Increase the reach of our website from 50,000 unique visitors per month to 60,000 over 12 months	This is a 20% increase. We increased by 15% the previous year without SEO. We are putting increased investment in SEO and expect to see significant improvements in organic traffic. We are also going to build out our content strategy to rank for more keywords.	<ul style="list-style-type: none"><li>Proactive SEO</li><li>Content development</li><li>Paid advertisement e.g. Facebook ads, Google Ads</li><li>Co-marketing initiatives to leverage new audiences.</li></ul>	Increase volume/percentage of <ul style="list-style-type: none"><li>Natural search visits, monthly increments</li><li>Analysis of breakdown of traffic with measurement for each main traffic source.</li></ul>
<b>Objective 2: ACT</b> Increase the number of social share actions from 0.5% to 1% within 12 months	Based on improving quality of content.	<ul style="list-style-type: none"><li>Branded content campaigns scheduled monthly</li><li>Creation of cornerstone content</li><li>Regular daily/weekly features</li><li>Better sharing facilities on our website</li><li>Increased activity on social media channels</li><li>Social media influencer outreach and relationship building.</li></ul>	<ul style="list-style-type: none"><li>Number and percentage of social share actions</li><li>Conversion to sale (multichannel funnels in Google Analytics)</li><li>Conversions from social media sharing and assisted conversions.</li></ul>
<b>Objective 3: CONVERT</b> Increase our web conversion rate from 2.1% to 2.6%	Based on: <ul style="list-style-type: none"><li>Current low mobile responsive site</li><li>Conversion rate (a quarter of</li></ul>	<ul style="list-style-type: none"><li>Implement mobile responsive site</li><li>Regular CRO programme of site page templates including</li></ul>	<ul style="list-style-type: none"><li>Bounce rate</li><li>Add-to-cart conversion</li><li>Overall conversion rate</li><li>Revenue per visit.</li></ul>

# Cellular Sales Guide Template

**Donna L. Baker**

## **Cellular Sales Guide Template:**

**Cellular Cofferdams** Pile Buck,2012-09-28 This working manual covers everything from theory practical design templates installation filling equipment maintenance to removal With the combination of the TVA Technical Monograph 75 Steel Sheet Pile Cofferdams on the Rock manual and the US Corps of Engineers manual Theoretical Manual for Design of Cellular Sheet Pile Structures our Cellular Cofferdams handbook make for an excellent reference book Cellular Cofferdams the large barrel like interconnected structures formed of steel sheet piling and filled with coarse soil Generally utilized for dewatering large construction sites as well as building piers quaywalls bulkheads breakwaters and artificial islands Over the years a few papers on design theory have come forth but only one complete publication devoted to the entire subject SAP BW Henry Fu,Biao Fu,2003 CD ROM contains Examples presented in text **Windows Vista Administration** Brian Culp,2007 In plain English that puts concepts in proper context this book gives readers a better understanding of Vista s innovations and capabilities teaches administrators how to leverage Vista to increase worker productivity and demonstrates how the system can best protect sensitive data InfoWorld ,2005-01-10 InfoWorld is targeted to Senior IT professionals Content is segmented into Channels and Topic Centers InfoWorld also celebrates people companies and projects Driving at Work 2008: Special Report (hard copy) , Secured Transactions Guide Commerce Clearing House,1969 **Computer Buyer's Guide and Handbook** ,1993 **Congressional Record** United States. Congress,1967 The Congressional Record is the official record of the proceedings and debates of the United States Congress It is published daily when Congress is in session The Congressional Record began publication in 1873 Debates for sessions prior to 1873 are recorded in The Debates and Proceedings in the Congress of the United States 1789 1824 the Register of Debates in Congress 1824 1837 and the Congressional Globe 1833 1873 Experimental Wireless & the Wireless Engineer ,1923 Adobe Acrobat 5 Donna L. Baker,2002-04-08 Adobe Acrobat 5 The Professional User s Guide is designed for professionals covering all of the programs major components and providing thorough instruction on how to use Acrobat as effectively as possible Throughout the book renowned author Donna Baker includes a series of Workflow Tips designed to give you immediate direction on how to use Acrobat s features how to make planning decisions and how to avoid common mistakes This book also includes a comprehensive project chapter that illustrates a real life scenario involving project planning and form design processes The book is organized into functional sections for ease of use After a general introduction to Acrobat 5 the book moves on to creation and security issues and then covers output options with several chapters devoted to different forms of output An extensive chapter on Acrobat JavaScript is also included for reference All topical chapters have projects tutorials and demonstrations The accompanying CD ROM includes complete source files from the books projects and tutorials as well as completed versions of the project files for reference and troubleshooting .NET Wireless Programming Mark Ridgeway,2002-02-19 Microsoft s NET strategy embraces a vision for integrating diverse elements of computing technology

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