

Sample Template – Strategic Digital Sales Plan

Section 1: Digital strategy summary

| Objective | Why | Strategies/actions to achieve your objective | KPIs |
|---|---|--|---|
| Objective 1: REACH 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">Proactive SEOContent developmentPaid advertisement e.g. Facebook ads, Google AdsCo-marketing initiatives to leverage new audiences. | Increase volume/percentage of <ul style="list-style-type: none">Natural search visits, monthly incrementsAnalysis of breakdown of traffic with measurement for each main traffic source. |
| Objective 2: ACT 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">Branded content campaigns scheduled monthlyCreation of cornerstone contentRegular daily/weekly featuresBetter sharing facilities on our websiteIncreased activity on social media channelsSocial media influencer outreach and relationship building. | <ul style="list-style-type: none">Number and percentage of social share actionsConversion to sale (multichannel funnels in Google Analytics)Conversions from social media sharing and assisted conversions. |
| Objective 3: CONVERT Increase our web conversion rate from 2.1% to 2.6% | Based on: <ul style="list-style-type: none">Current low mobile responsive siteConversion rate (a quarter of | <ul style="list-style-type: none">Implement mobile responsive siteRegular CRO programme of site page templates including | <ul style="list-style-type: none">Bounce rateAdd-to-cart conversionOverall conversion rateRevenue per visit. |

Cellular Sales Guide Template

Mark Ridgeway

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and data services The wireless Internet and mobile devices are core components of that strategy Visual Studio NET includes a powerful set of tools the Mobile Internet Toolkit for developing websites and applications that can be accessed from all kinds of mobile devices NET Wireless Programming provides the technical details you need to master to develop end to end wireless solutions based on NET technology You'll learn to take advantage of the Mobile Internet Toolkit's automated deployment capabilities which enable a single site or application to work with nearly any mobile device Freed from the task of writing code to accommodate various devices you'll be able to apply other skills to build a more powerful application Work with styles and templates Create custom controls Read from and write to databases And use Microsoft's Web Services in support of a distributed architecture Five case studies including a mobile intranet a contacts database and an online game illustrate solutions to real problems and techniques for maximizing application flexibility A set of appendices provide detailed information on the WML language and the Toolkit's classes This book presents its many code examples in Visual Basic NET but the greater emphasis is on Visual Studio NET and the flexibility it gives developers in choosing the language they want to use **PC Magazine** ,2003 **ECCO User's Guide** ,1994 A Reference List of Audiovisual Materials Produced by the United States Government ,1978 National Audiovisual Center,1978 Home Office Computing Handbook David Langendoen,Dan Costa,1994 **Dr. Dobb's Journal** ,2006 *Easy Guide to Harmonized System Codes* Singapore. Trade Development Board,1999 **Academy of Management Perspectives** ,2006 **Journal of Plant Biology** ,1996 **The Journal of Cell Biology** ,1994 No 2 pt 2 of November issue each year from v 19 1963 47 1970 and v 55 1972 contain the Abstracts of papers presented at the Annual Meeting of the American Society for Cell Biology 3d 1963 10th 1970 and 12th 1972

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