



PART 2 HOW TO USE THE WEB STRATEGY PLANNING TEMPLATE



By Adam Franklin

*Co-author of **Web Marketing That Works** (Amazon #1 bestseller) and **Co-founder of Bluewire Media***

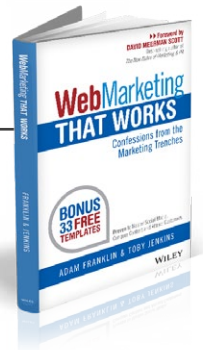


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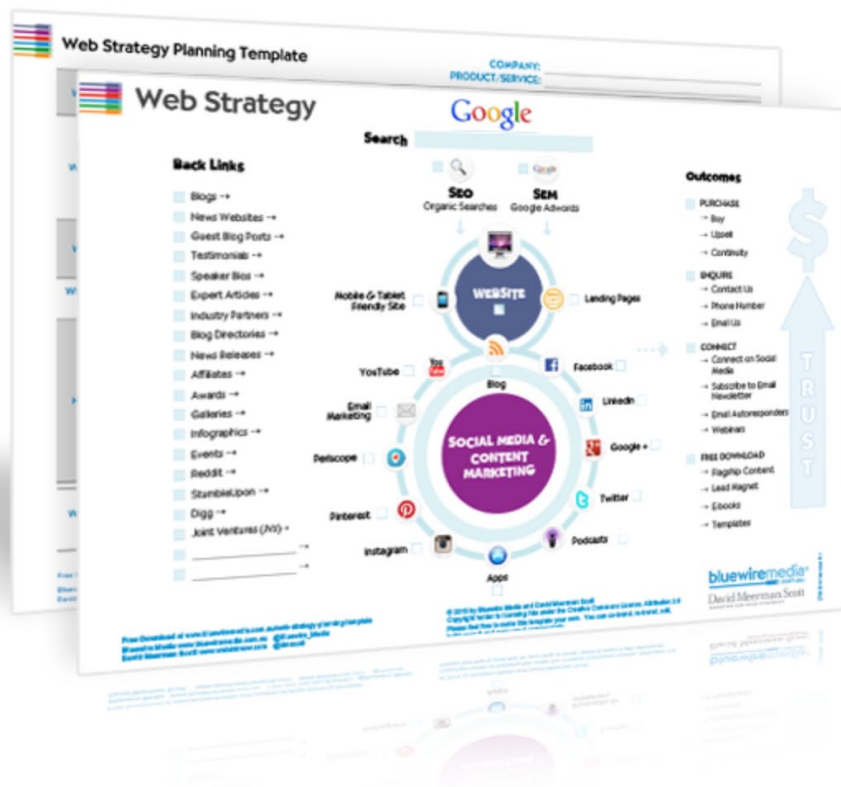
This is a transcript of the video training you can watch at:

www.bluewiremedia.com.au/how-to-use-web-strategy-planning-template-part-2

DOCUMENTING YOUR STRATEGY

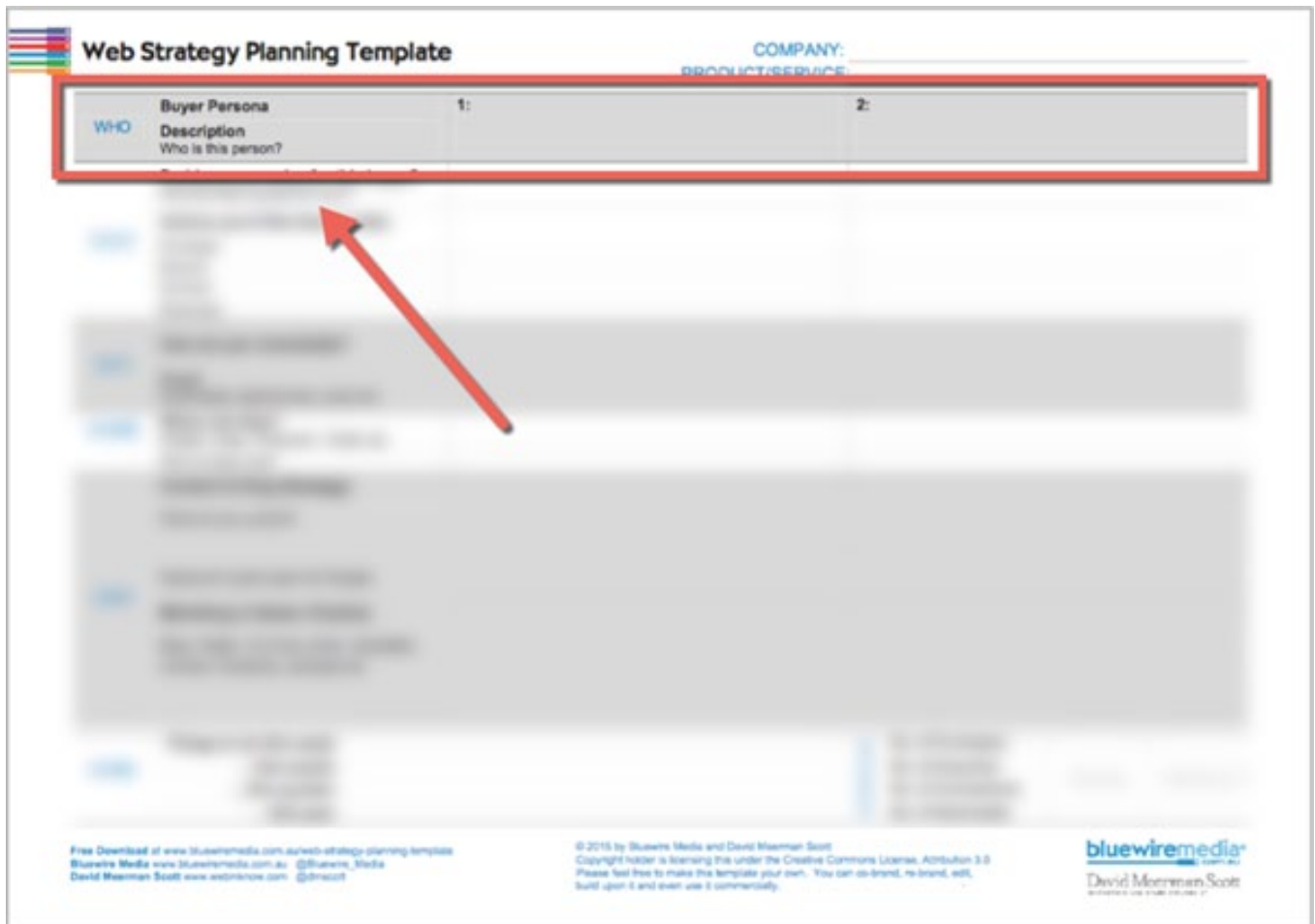
My name's Adam Franklin and I am the co-author of the book 'Web Marketing That Works' that I wrote with my friend and business partner, Toby Jenkins. Welcome to the second part of my training on the Web Strategy Template.

In the last video (e-book), I showed you how the web universe fits together from the 20,000 foot view. I showed you all the different building blocks and how they fit together to help achieve your commercial outcomes as well.



Now when it comes to web marketing, it's really important to have clarity and focus on who it is that you're actually serving, who your ideal buyers and customers are, because once you're clear on that, everything else falls into place because you can be consciously creating a pathway that helps the individual on that buying journey to do business with you.

WHO



We call it a 'buyer persona' and uncovering this is a section of my book. As a marketing consultant you'll be helping your clients work out their buyer personas. If you're a marketing manager or business owner, you should have a fairly good idea of the characteristics of your ideal buyer -- your buyer persona. On this side of the template, the idea is to firstly pick a buyer persona, so let's start with the most valuable or important buyer persona to your business. You would put that label at the top of the page. Now when it comes to buyer personas, I do like to encourage you to give them a name, for example one of my buyer personas is Joe. I've got a detailed description of Joe who is a digital marketing consultant and I have got that documented so I know exactly who Joe is, what he looks like and what his goals and aspirations are.

I have that in mind and I can put that description in this template. I put the description in that top part, the 'who' part.

WHAT

Web Strategy Planning Template

COMPANY: _____
PRODUCT/SERVICE: _____

WHAT

Problems you solve for this buyer?
Why are they buying from you?

Actions you'd like them to take:

Purchase

Enquire

Connect

Download

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Next part down is the 'what'. This is really where you need to be very clear on the problems that you solve for this buyer:

- Why are they buying from you?
- How are you helping improve their life or their business?

And specifically, you want to think about those four steps of the journey that I showed you in the first video. That journey where people purchase from you but before that when they enquire, connect with you and download something free from you.

For example, for us at Bluewire Media, in the download section, we've got all of our free templates. Once people download those, then we connect with them via email and social media. When the time is right, however long that takes, people can enquire via email or calling us and then they can purchase something from our website or they can engage us for services of speaking or what have you.

That is an example of the steps in the journey that we've got at Bluewire Media and we are specifically helping solve the problem for Joe which is he's a digital marketing consultant and he doesn't need to reinvent the wheel, but wants the framework and tools and processes to help maximize his digital marketing consultancy. These are the tools that we release at Bluewire Media. That's the 'what'. I know 'who' this for and I know 'what' journey I want to help them take.

WHY

Web Strategy Planning Template

COMPANY: _____
PRODUCT/SERVICE: _____

Why How are you remarkable?
Proof
Guarantees, testimonials, press etc

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BUSINESS AND MARKETING

The next part down on the template is 'why'. This is how are you remarkable and what proof have you got. Again, you're looking at things that you do that maybe other people don't, that demonstrate that you are remarkable and you've got social proof of that whether it's guarantees or testimonials or press mentions.

Any credibility indicators that help a prospect realize and appreciate that you are the right person to be doing business with. This is the 'why'.

WHERE

The image shows a screenshot of a 'Web Strategy Planning Template' form. At the top left, there is a logo with horizontal bars in red, yellow, green, and blue. The title 'Web Strategy Planning Template' is in bold. To the right, there are fields for 'COMPANY:' and 'PRODUCT/SERVICE:'. The main body of the form is mostly blurred. A red rectangular box highlights a section titled 'WHERE' with the following text: 'Where are they? Google, blogs, Facebook, Twitter etc.' and 'Who do they trust?'. A red arrow points from below towards this highlighted section. At the bottom of the form, there is a footer with contact information for Bluewire Media and David Meerman Scott, including their website and social media handles. The Bluewire Media logo is also present in the bottom right corner.

The next step of the journey is thinking about 'where' so where are these buyers? Where are these "Joe's" in my situation? Now your situation will be different and this activity is one that you do with your client or you do internally with your team.

You've got very clear focus and clarity on exactly who it is you're targeting and what process you're taking them on.

So where are these people? This is where you consider, are they on Google? Are they reading blogs? If so, which blogs? Are they on Facebook? If so, which groups are they a part of? Which people do they follow?

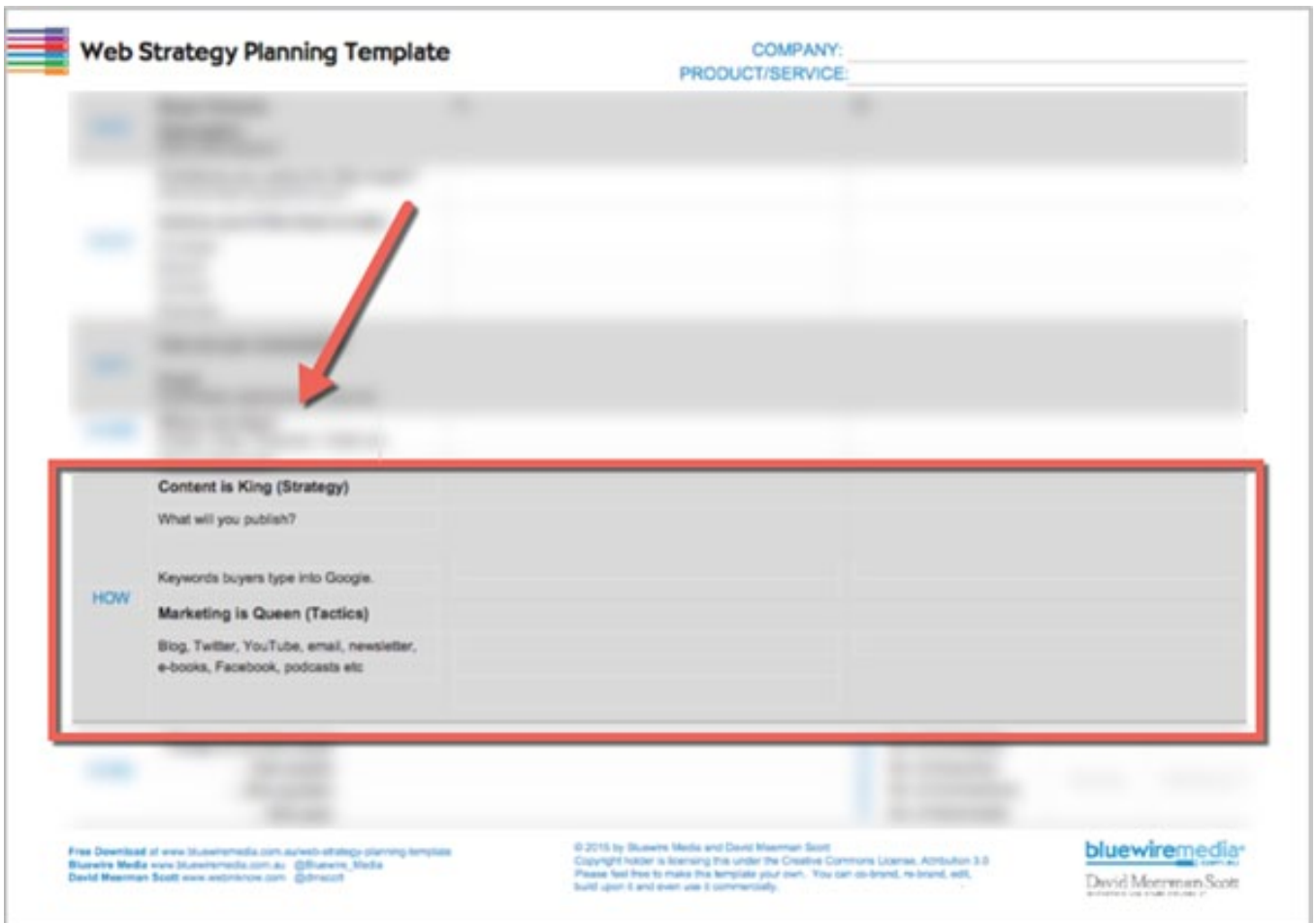
Are they on Twitter? Are they not? Are they on Periscope? Are they not? These are all considerations when you're trying to work out where your buyer personas hang out online.

A big part of this strategic process is who do they trust? For example do they trust journalists, do they trust certain bloggers? Do they trust certain political figures? Do they trust their peers? Because this will help formulate where you do your marketing and where you participate online.

It could be Facebook where they trust their friends. They could follow publications online that they trust, they could follow certain authors that they trust.

Being clear on this can really help you understand where to focus your efforts which brings me to the 'how' section.

HOW



The 'how' section I say content is King, this is the strategy, but marketing is Queen and the Queen normally rules the roost. Marketing is actually the tactics. Let me break that down for you. First you have the content, what will you publish? We are thinking "What are we going to publish that helps our buyer solve their problems and helps the buyer achieve their goals?"

Ideally, we're going to be publishing content on our blog as videos and as podcasts, the choice is yours but write that in this section because we need to be very clear on what type of content.

Is it going to be very actionable 'how to' stuff? Is it going to be more inspiring type of content? Think about what type of content you're going to publish to help these people.

It's also important to consider is what keywords will you focus on. You need to be creating content where you know there's a demand. If you know that there's certain topics or questions that people have, it's so much more effective to actually create content that addresses those things. Doing some keyword research and understanding what you're focusing on there is going to help give your marketing a lot more traction.

Then there is the tactics part. Where are you going to post? Where are you going to share this information? I definitely recommend having a blog, or your own place like your own website where you house this information and then that's your home base.

Then you can share and distribute that information through Twitter or Facebook or email marketing but the idea is to have it housed on your home base. That is the 'how' section of the strategy.

WHEN:

Web Strategy Planning Template

COMPANY: _____
PRODUCT/SERVICE: _____

	1:	2:
WHO		
Description Who is this person?		

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The next part is to put an action plan together, so the 'when'. When are you going to get around to this and which specific part are you going to do this week, this month and this year?

It's very important to do this part because this is where the strategy becomes action. This is where you start to implement and this is where the real magic happens when you start putting it together.

Now the final part is over on the bottom right there, the scorecard. This is where you think about what goals you want to achieve, what success looks like and where you not only set the goal, but you measure your performance against it.

Some of the easiest metrics to track and the most effective metrics to track are the number of purchases so whether that's an absolute number or whether it's the revenue or sales that you've made, the number of enquiries that you've received, the number of connections. Maybe the number of followers on Twitter, the number of email subscribers, the size of your traffic.

The size of your email subscriber list and active email subscriber list is the one that I focus on and I encourage you to do the same. And of course, the number of downloads that you get of your flagship content is very important as well because the people that download something, they then join your email list.

YOUR STRATEGY

That is the strategic side, the buyer persona side of the Web Strategy Planning Template. This is where you really narrow it down for your own business or for your client's business. It's literally on one page. You print this out, it's a single piece of paper. It's a double sided PDF. So you can fill it out, you can hand-write it in, you can type it in, it's up to you. Literally, your company or your client has their web strategy on one sheet of paper and it provides that clarity for everything else that you do on the web.



*My name is Adam Franklin
and thanks for watching the second part of my training.*

I encourage you to take this template, make it your own, use it in your own business, use it with your clients, put your own logo on it as well. If you like, you can co-brand it with us. As I said, it's released under creative commons which means you can edit it, build upon it and even use it commercially. If that appeals, I encourage you to do so and really make the most of it. My name's Adam Franklin and thanks for watching the second part of my training.

Watch the video training of this e-book:

<http://www.bluewiremedia.com.au/how-to-use-web-strategy-planning-template-part-2>

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