

Digital marketing strategy -- worked examples

Four one-page strategies for different business types, plus the blank framework.

Example figures are illustrative and are used to show how the template works. They are not real client data and are not benchmarks.

The one-page framework

Field	What goes in it
Business objective	The commercial result. One sentence, with a number and a date.
Marketing objective	What marketing must deliver for that to happen.
Audience	Who specifically. Their situation and the trigger that starts their search.
Offer and positioning	What you sell and why it is chosen over the alternative.
Priority channels	No more than three. Say why each one, and what it is for.
Channels explicitly not used	Naming these is what makes it a strategy rather than a wish list.
Key messages	Two or three claims you will repeat everywhere.
Measurement	The one number that tells you it is working, plus supporting metrics.
Budget	Split between media, production and tools.
Biggest risk	What would make this fail, and what you will do about it.

Local dental practice (illustrative)

Field	Example
Objective	Fill 30 additional private appointment slots a month within six months.
Audience	Adults within a 20-minute drive who have just had a problem, or who are unhappy with their current practice.
Priority channels	Local search and Google Business Profile; paid search on treatment terms; reactivation email to lapsed patients.
Explicitly not using	Instagram content production, national SEO, print.
Primary metric	Booked appointments from new patients.

Why this shape: Almost all demand is triggered by a local, high-intent search. Awareness spend would be wasted before local search is fully captured.

B2B SaaS, 20 to 60 seats (illustrative)

Field	Example
Objective	Increase qualified demos from 25 to 60 a month within four quarters.
Audience	Operations leads at mid-sized companies who have outgrown spreadsheets and have been told to fix a process.
Priority channels	Comparison and alternative-to content; product-led free tier; targeted paid search on competitor and category terms.
Explicitly not using	Broad top-of-funnel blogging, events, display.
Primary metric	Demos booked that meet the qualification criteria.

Why this shape: Buyers arrive already comparing. The winning content is decision-stage, not educational.

Ecommerce, single product line (illustrative)

Field	Example
Objective	Reach a blended ROAS of 3.0 at double the current monthly revenue.
Audience	Repeat-purchase customers plus first-time buyers who discover the category through social.
Priority channels	Paid social for discovery; paid search for capture; email and SMS for repeat purchase.
Explicitly not using	Marketplace listings, influencer gifting, TikTok organic.
Primary metric	Blended ROAS across all channels, not per-platform ROAS.

Why this shape: Per-platform ROAS double counts. Blended is the only figure that matches the bank account.

Professional services firm (illustrative)

Field	Example
Objective	Generate 12 qualified enquiries a month for one high-value service.
Audience	Business owners facing a specific trigger event such as a sale, dispute or regulatory change.
Priority channels	Depth content on the trigger event; targeted search; referral partner outreach.
Explicitly not using	Paid social, general brand content, newsletters.
Primary metric	Enquiries that match the qualification criteria.

Why this shape: Volume is irrelevant here. Twelve right enquiries beat two hundred wrong ones.

Your strategy

Business objective

Marketing objective

Audience

Offer and positioning

Priority channels

Channels explicitly not used

Key messages

Measurement

Budget

Biggest risk
