





Purple Marketing Consulting


Annual Digital Marketing Strategic Meeting
2020

 What is your business's top goal for the next year?


(Your business will sub goals that help support your top goal. Your top goal should set the priorities of your sub goals. Your top goal will help your firm to understand what is most important for your business's success. Your top goal should be attainable and established from reason.)

 What is/are your business's sub goal(s) that our firm will support for the next year?

(These goals should directly support your top goal. Our firm's marketing efforts should directly support the relevant sub goals)

 Now we will pair each sub goal with our specific services

*Services: PPC, SEO, Social Media, Website Analytics, and Email and Text Marketing
(Take a deep dive into how each of these services directly can support the sub goals. Here we will determine achievable goals for each of our services from an annual perspective.)*

 Now we have determined PMC's annual goals which directly support your business's sub goals which directly support your business's top goal. In order to achieve our goals, we need to brainstorm some micro details.

(Micro details to determine: Satisfaction of current branding, direction of future branding, current demographic, desired demographic, satisfaction of actions taken by customers, desired growth of actions taken by customers, proven success, and proven failures)

Break out the calendar

(No one knows your business like you do. Break down month by month the holidays and seasons that make your business tic. We will use these in the next section to build campaigns.)

Campaigns, Social Media, and Email and Text Marketing | Annual Breakdown

(Keep the calendar open. Now that we have discussed the the annual breakdown of your business, we need to determine what campaigns to build that will support and grow the busy times and also other campaigns to supplement the slow times).