

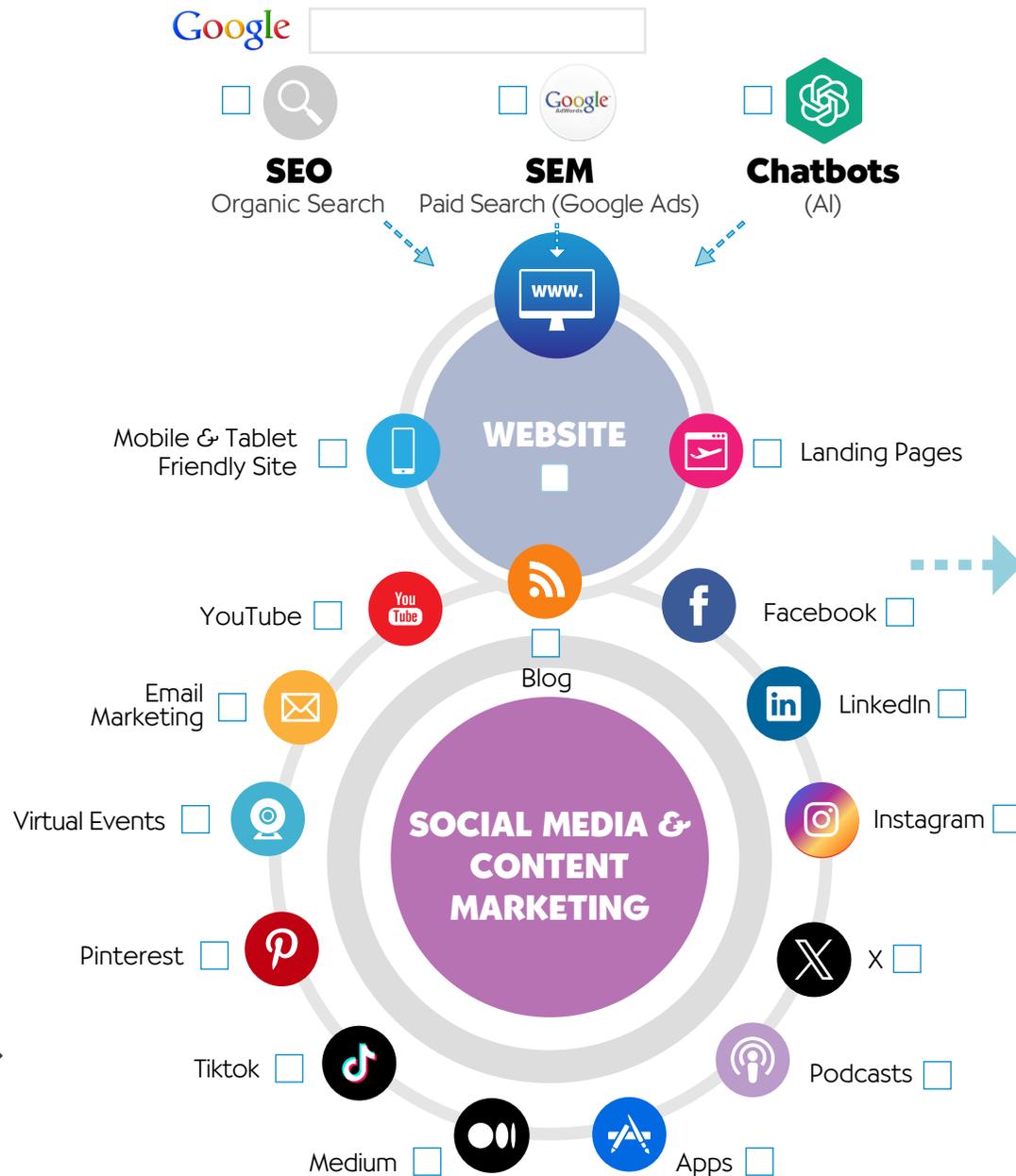


# Web Strategy

Downloaded  
And Printed  
Over A  
Million Times

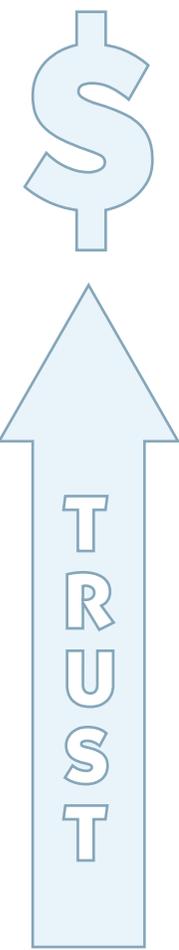
## Back Links & PR

- Influencers →
- News & Press →
- Podcast Interviews →
- Joint Ventures (JVs) →
- Newsjacking →
- Sponsorships →
- Guest Blogs →
- Roundup Posts →
- Testimonials →
- Blogs →
- Sponsored Posts →
- Infographics →
- Events →
- Reddit →
- Quora →
- Wikipedia →
- Photos and Images →
- Books →
- \_\_\_\_\_ →



## Outcomes

- PURCHASE**
  - Buy
  - Upsell
  - Paid Subscription
  - Online Training Program
- ENQUIRE**
  - Contact Us
  - Phone
  - Book a Call
  - Email Us
- CONNECT**
  - Subscribe to Email Newsletter
  - Marketing Funnel / Email Autoresponder
  - Virtual Events or Workshops
  - Social Media or Messenger Bots
- FREE DOWNLOAD**
  - Flagship Content
  - Lead Magnet
  - Valuable Giveaway
  - Templates
  - E-books





# Web Strategy Planning Template

COMPANY: \_\_\_\_\_

PRODUCT/SERVICE: \_\_\_\_\_

<b>WHO</b>	<b>Buyer Persona</b>	<b>1:</b>	<b>2:</b>	
	<b>Description</b> Who is this person?			
<b>WHAT</b>	<b>Problems you solve for this buyer?</b> Why are they buying from you?			
	<b>Actions you'd like them to take:</b> Purchase			
	Enquire			
	Connect			
	Free download (Lead magnet)			
<b>WHY</b>	<b>How are you remarkable?</b>			
	<b>Proof</b> Guarantees, testimonials, press etc.			
<b>WHERE</b>	<b>Where are they?</b> Google, blogs, Facebook, X, Instagram, Chatbots etc.			
	Who do they trust?			
<b>HOW</b>	<b>Content is King (Strategy)</b> What will you publish?			
	Words and phrases buyers type into Google and Chatbots			
	<b>Marketing is Queen (Tactics)</b> Blog, X, YouTube, email, newsletter, e-books, Facebook, Instagram, podcasts etc.			
<b>WHEN</b>	<b>Things to do this week:</b>	<b>SCORECARD</b>	<b>No. of Purchases:</b>	
	<b>... this month:</b>		<b>No. of Enquiries:</b>	
	<b>... this quarter:</b>		<b>No. of Connections:</b>	
	<b>... this year:</b>		<b>No. of Downloads:</b>	

GOAL RESULT