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Digital Marketing Management Stages

I work in quarters, three-months is a great time period to allow a digital marketing strategy to do its thing. What I have written out here in this document is a six-month plan: 1-2 months of planning, 3 months of an active media run, and 1-2 months of evaluation.

Once I am hired, I will immediately start on the research portion of the planning stage. I will need the first month's payment upon hiring, and for the remainder of the six-month contract I will invoice you once a month. If other payment arrangements need to be made we can discuss different options.

Below I've broken down the six-month stages so you can get an idea of what I will be doing, what your commitment level looks like, and what deliverables you will receive from me after each stage is completed.

Planning Stage

I will...

- Research your company and its digital marketing assets: website, social media, etc.
- Hold weekly/bi-monthly meetings with you and your staff to discuss past efforts and determine future goals.
- Create a three-month strategic digital marketing plan and present it to you and your staff for feedback and approval.
- Create a three-month content calendar and present it to you and your staff for feedback and approval.

Deliverable

- A three-month strategic digital marketing plan.
- A three-month content calendar for up to three social media channels.

Active Stage

I will...

- Manage and monitor digital marketing efforts.
- Hold weekly/bi-monthly/monthly meetings to discuss progress and needed changes.

Deliverable

- Implementing the strategic digital marketing plan.

Evaluation Stage

I will...

- Analyze all digital marketing efforts and goals: website, social media, etc.
- Identify most successful strategies.
- Identify most ineffective strategies.
- Determine effective strategies to consider for the following quarter.
- Hold an evaluation and campaign summary meeting to present findings.

Deliverable

- A three-month performance report.
- A strategy doc for next quarter.