



12 months

4 quarters

1 goal

You know you need to whip your digital marketing game into shape. But you also know budgets are tight.

If you're ready to take your online marketing to the next level without breaking the bank, we have a year-long plan to lift your business to the next level.

Q1

ASSESS

you can't know which way to go unless you first understand where you are

in quarter one of 2016 you should spend time understanding what your strengths, weaknesses, opportunities, threats, and options are.

an early investment in auditing your current approach will pay benefits all year long.

JAN

WEBSITE AUDIT

your website is your home base online, and the first point of contact with most customers.

a complete website audit allows you to understand how the design, structure, content, and optimization strategy you have in place is working for you - or working against you.

and then you'll know where to put your focus to effect best results.

January 2016

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A green tree frog with large, prominent red eyes is shown from the chest up, holding two bright red apples. The frog is looking upwards and to the left. The background is a dark, gradient blue.

FEB

SOCIAL MEDIA AUDIT

are you feeling the love on social media? or are you left broken-hearted this Valentine's Day?

a social media audit assesses all of your social profiles, your social interactions online, your media strategy on social networks, and your community engagement.

with so many options and so many networks, knowing what works best and why is essential.

February 2016

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MAR

UX MARKETING AUDIT

it's March Madness and time to find out whether your user experience marketing is hitting threes or tossing up airball after airball.

analyzing how users interact with your website, the elements that cause them to sign in frustration and the parts of your site that have them rushing to click for more.

March 2016

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Q2

STRATEGIZE

now that you know where you stand it's time to decide where you are going to go.

and even more importantly, how you are going to get there.

quarter two 2016 is all about strategy. by mid-year, you'll be ready to blow the doors off your 2016 digital marketing efforts.

APR

ONLINE MARKETING STRATEGY

an online marketing strategy is your roadmap to digital success.

a complete strategy will include the keywords to target, specific optimization steps for your website, budgets and guidelines for online advertising, competitor analysis, and goals for the quarter, the half, and the year ahead.

April 2016

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MAY

CONTENT STRATEGY

content and inbound marketing are essential elements of any digital marketing plan.

your content strategy will outline where you should publish content, on what schedule, and what types of content are best for your sector.

the content strategy will align with the goals of the wider online marketing strategy and integrate with the social media strategy.

May 2016

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JUN

SOCIAL MEDIA STRATEGY

many businesses underestimate the time and planning required to ensure that those 140-character tweets and daily Facebook status updates bring in new business.

your social media strategy will plan posts on multiple networks and channels weeks and months ahead, sharing your content and driving engagement in the social sphere.

June 2016

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Q3

PRODUCE

the auditing, planning, and strategizing part of your year is over.

quarter three 2016 is all about putting those plans into action.

you'll produce articles, guest posts, tweets, updates, audio, video, and images for sharing.

this is the quarter where the rubber hits the road.

JUL

WEBSITE CONTENT

your website is the most important online real estate that you own.

producing fresh website content and optimizing that content to support your marketing efforts online is one of the best ways to drive new, qualified customers to your business.

in-house product or outsourced to an expert, it's essential.

July 2016

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AUG

CONTENT FACEBOOK

for most people, Facebook is where they go to share holiday photos and whine about politics.

for a business, though, it is ground zero for social outreach and one of the highest ranking organic search results for many companies.

engage with and win customers with regular updates, creative content, and special offers.

August 2016

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SEP

CONTENT TWITTER

can you win a customer in just 140 characters?

regular posts on Twitter's real-time social network help you to broadcast your message to committed followers, and engaging with your audience and participating in Twitter chats expose you to thousands more.

this September it is time to get your tweet on!

September 2016

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Q4

EVOLVE

everything you've put into practice over the last nine months should have you in a position to capitalize on your gains.

in quarter four 2016 you'll continue to implement your online marketing strategy, continue to produce fresh website and social media content, and all while extending the scope and scale of your digital marketing efforts.

OCT

STORYTELLING PITCH

every single day you are selling your business - but are you doing it right?

this month you want to concentrate on the story behind your business, expressing that story quickly and effectively, and engaging your audience (whether a single customer or a conference hall full of industry leaders) with the x-factor that makes your business stand out from the pack.

October 2016

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NOV

YOUTUBE STORYBOARD

how do you get your YouTube video to break through?

it starts with a plan.

storyboarding a YouTube video is the essential step that separates video 'blah' from video 'wow'. plan every shot, every word in the script, and every angle to be assured of every success.

November 2016

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DEC

WHITE PAPER

as the year draws to a close it's time to consider a final gift to your customers, both present and future.

what better than a white paper?

share your knowledge, establish your authority, and demonstrate your position as a thought leader in your industry with a white paper provided in exchange for an email address or contact details.

December 2016

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DOZ

DOZ's innovative platform helps brands to connect with a network of marketing experts around the world and draw on the local knowledge of professionals to run effective & profitable campaigns.

More than 300 brands around the world have connected with experts through the DOZ platform & worked with the DOZ team to manage their campaigns.

www.DOZ.com