

ORGANISATION NAME: _____
STRATEGY OWNER: _____
JOB TITLE: _____
TEAM: _____

RELATED STRATEGIES

- Organisation-wide and departmental
- Inc. wider digital strategy
- List strategies and highlight key objectives

AUDIENCES

- Demographic data
- Assumptive personas

TECHNOLOGY USE

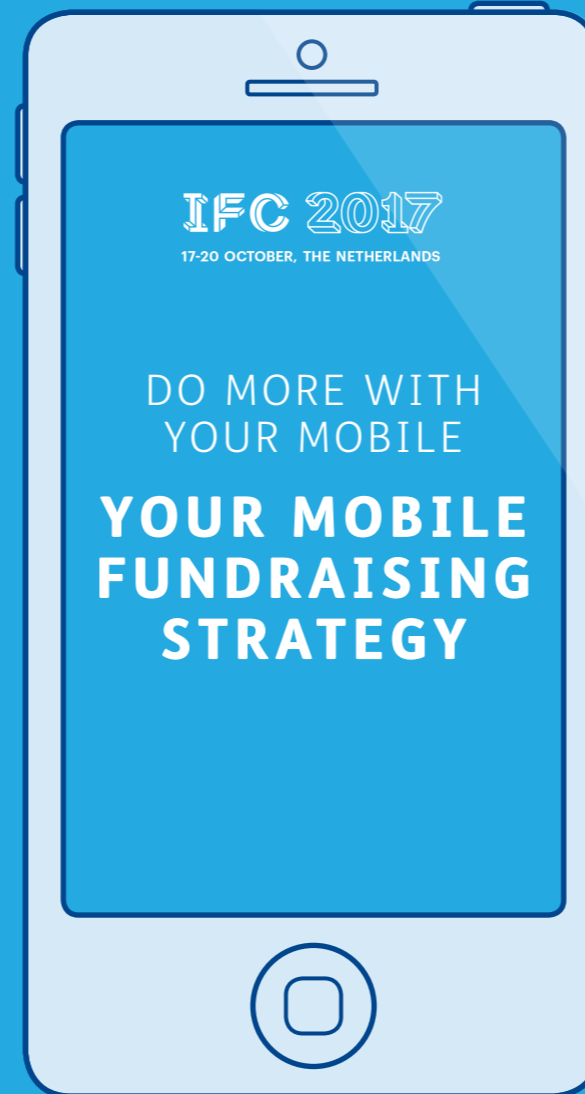
- Device ownership, screen sizes, operating systems

USP

- What makes your offer different?

MEASUREMENT PLAN

- Measurement tools
- Objectives & targets
- KPIs
- Reporting



KEY JOURNEYS

- Marketing activity > Landing page > Conversion > Thank you > Follow up

USER BEHAVIOURS

- Online and offline

MARKET CONTEXT

- Regulations
- Carriers

CONTENT STRATEGY

- How will content be adapted from source material?

USER NEEDS

- As a _____, I need to _____ so that _____.

COMPETITOR ANALYSIS

- Record what similar organisations are doing

TESTING PLAN

- Eg. A/B & multi-variant testing

NEW IDEAS TO TRIAL

- What emerging technologies could you test?

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