

THE STICKY FIX DIGITAL STRATEGY TEMPLATE

Your blueprint for a successful digital marketing strategy.

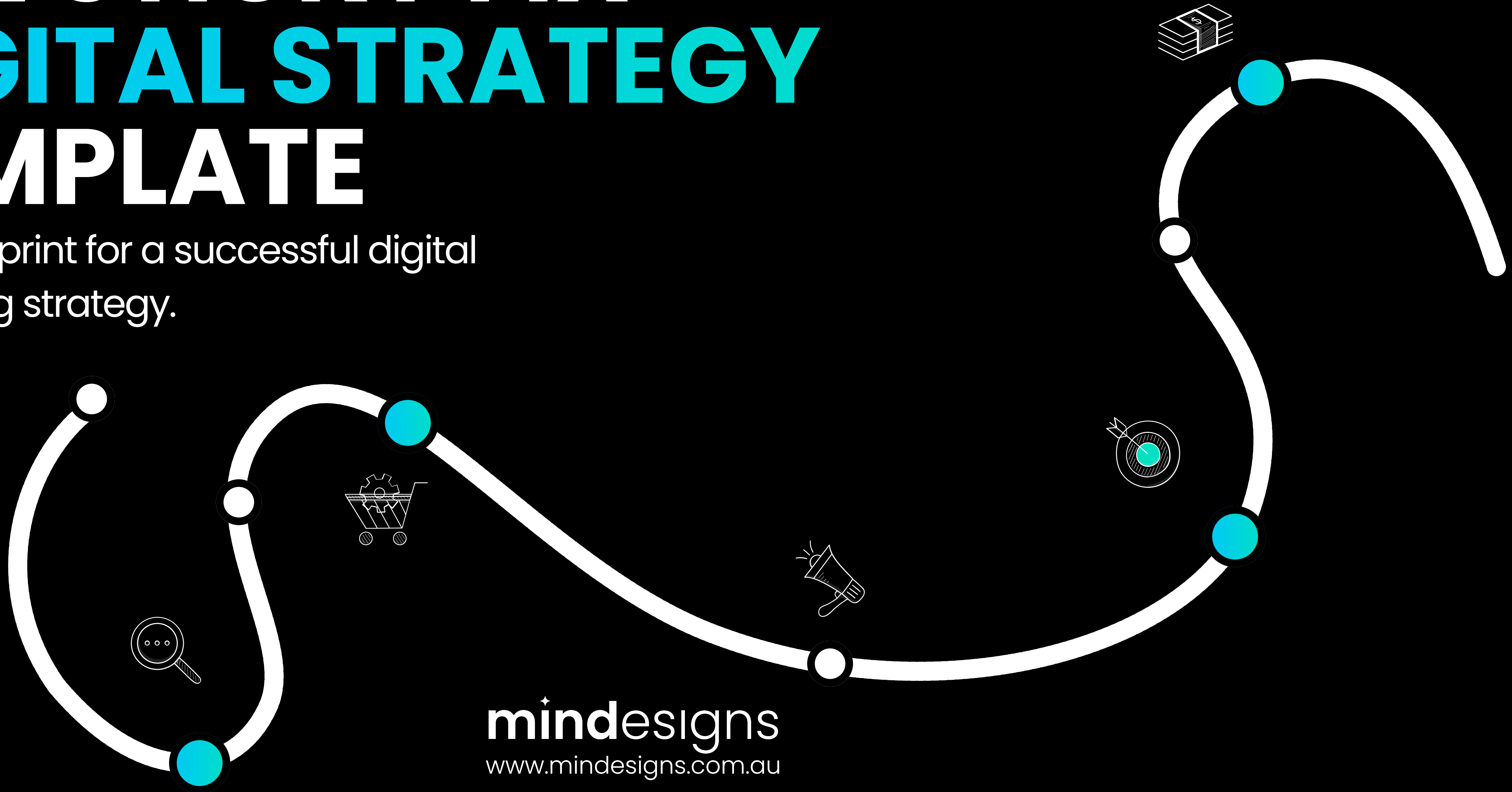


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The Goal of This Template

This template gives businesses an easy, step-by-step solution for creating a complete digital marketing strategy, perfect for those who may not have a clear process in place.

This template directly addresses the core issue many businesses face: the challenge of developing a coherent and robust strategy that is easy to create, implement, and optimise.

Our recommended AI-assisted approach ensures that even those without extensive marketing expertise can make better decisions, leading to a more focused, cost-effective, and successful marketing strategy.

How to Complete This Template Using AI?

This PDF is optimised for AI readability, making it easy to drag, drop, and collaborate with compatible AI language models.

We recommend addressing each section separately for optimal results. For inspiration, consider these example prompts for each template:

Buyer Persona Template - 'Assist me in filling out the Buyer Persona section in this PDF, targeting [Provide buyer Person Information]. My business is [Provide business description].'

Marketing Budget and Distribution Template - 'Assist me in filling out the marketing budget and distribution section. My business revenue is [Provide your monthly revenue] im willing to allocate [% of your revenue allocated to marketing]. I am interested more in [Short/medium/long] term results.

Core Marketing Funnel Template - 'Utilise the Buyer Persona details [Provide details from previous section] to complete the Core Marketing Funnel section.'

Marketing Channel Strategy Template - 'Complete the marketing channel strategy based on the Buyer Persona and Core Marketing Funnel [insert previous information from the two subject sections].'



Contact us if you need our expertise.



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Buyer Persona (Example)

Let's create an effective buyer persona using generative AI to help you make a start. An effective buyer persona mirrors the characteristics of a genuine potential customer. The more information you have, the better.

#ChatGPT Prompt Directions: Copy and paste all the information you have about your ideal buyer persona and ask ChatGPT to complete this section. Simply drop the file in ChatGPT4 or copy and paste the text from this PDF.



NAME: Peter Lacey
GENDER: Male
AGE: 40
INCOME: \$110,000 AUD
INDUSTRY: Finance and Insurance
LOCATION: Gold Coast, Queensland, Australia
EDUCATION: Bachelor's degree in Finance
POSITION: Asset Finance Broker, Owner of Aim Financial.

Buyer bio:

Peter Lacey is an Asset Finance Broker at Aim Financials, he has an extensive background in finance since 2005. His career has spanned roles in banking and asset finance brokerage. Peter's expertise lies in delivering excellent service, securing fast approvals and settlements. He is a Brisbane native and a resident of Gold Coast since age 12.

Their challenges:

- Staying ahead in a competitive finance industry.
- Keeping up with changing regulations and lender criteria.
- Expanding his business while maintaining a high level of personal service and quality.

Their goals:

- To provide excellent service to his customers by leveraging his industry experience.
- To secure fast loan approvals and settlements, enhancing customer satisfaction.
- To continuously grow his network and business through effective partnerships and client referrals.

Their pain points:

- Time constraints in dealing with various lenders and securing the best loan terms.
- Attracting premium clients.
- The stress involved in ensuring fast and efficient loan processing for clients.

Their influencers:

- Graham Stephan (YouTuber).
- Codie Sanchez (Influencer).
- Humphrey Yang (Influencer).

Their go-to platforms and media channels:

- LinkedIn for networking and industry updates.
- YouTube for learning and watching his influencers.
- Industry-specific websites for finance professionals.

Top 3 questions they might ask about your service/product:

- How can your service/product streamline my business operations and loan processing?
- How can your service/product help me find premium clients?
- How can your service/product help me save time and reduce stress in managing client loans?

Their top 3 desires from your service or product:

- Efficiency and time-saving features that allow for faster loan processing.
- A competitive edge through unique service offerings or technology.
- Support for business growth without compromising on personal service quality.

How will your chosen lead magnet give them value?

- Our lead magnet is designed to achieve Peter's objective: simplifying the loan application process whilst maintaining a personalised and high-quality service. The title will be 'The Ultimate Guide to Loan Processing for Finance Brokers', ensuring it directly addresses the needs and challenges faced by finance brokers in streamlining their operations.

Marketing Budget and Distribution (Example)

1 The Marketing Budget

Choose one of the two methods to calculate your monthly marketing budget.

Method 1 (easy) – Percentage of Revenue

It is recommended that businesses at any one time allocate 5-10% of their gross revenue to marketing. Use the equation below to calculate your marketing budget.

\$50,000

x

7%

=

\$3,500

Monthly Revenue:

Marketing Allocation %:

Marketing Budget:

Method 2 – COCA (Cost of Customer Acquisition)

First, determine your Customer Lifetime Value (CLV), which is the **overall expected profit** from an average customer.

Then, decide on the percentage (COCA%) of the CLV you're willing to spend on a new acquisition (COCA\$).

Finally, multiply COCA\$ by your monthly sales goal to calculate your marketing budget.

\$7,500

x

10%

=

\$750

CLV:

COCA%:

COCA\$:

\$750

x

8

=

\$6,000

COCA\$:

Monthly Sales Goal:

Marketing Budget:

Customer Lifetime Value (LTV): The expected profit from a customer over their lifetime.

Cost of Customer Acquisition % (COCA%): The portion of LTV you're willing to spend to gain a new customer.

Cost of Customer Acquisition \$ (COCA\$): The amount you're prepared to spend to acquire one new customer (LTV x COCA%).

2 The Budget Distribution

Digital marketing rests on **four primary pillars**—paid advertising, SEO, content marketing, and email marketing—each offering distinct advantages depending on your industry and objectives.

Your marketing budget distribution across these channels should reflect your timeframe and specific goals. For short-term outcomes, prioritise paid advertising. For long-term growth, focus on SEO and content marketing.

Matching your marketing spend with your current business objectives ensures you're investing in the channels that will drive the right outcomes at the right time.

Short-Term Focus

SEO	Paid Advertising	Content Marketing	Email Marketing
5% or less	60-70%	10-15%	15-20%

Medium-Term Focus

SEO	Paid Advertising	Content Marketing	Email Marketing
15-20%	40-50%	20-25%	10-15%

Long-Term Focus

SEO	Paid Advertising	Content Marketing	Email Marketing
30-40%	10-15%	25-30%	15-20%

3 Key Performance Criteria

In this table, you'll find critical indicators and their respective goals, designed to help you align and assess your marketing performance with clarity.

Paid Advertising	Indicator	Description	Goal
	Click-Through Rate (CTR)	% of ad viewers who clicked	5-10%
	Conversion Rate (CR)	% of ad clicks that led to actions	10% or more
	Cost Per Conversion (CPC)	Cost per successful conversion	below 15% of the average order value

SEO	Indicator	Description	Goal
	Organic Traffic Growth	Monthly growth in website visitors	10-20% increase
	Keyword Ranking	Ranking position of keywords	Top 3 ranking for high value keywords
	Site Authority Increase	Site authority or credibility score	3-5 ranking increase a year

Content Marketing	Indicator	Description	Goal
	Engagement Rate	Interactions with content (i.e. likes..)	5-10% of viewers
	Conversion Rate from Content	% of views converted into actions	2-5% of viewers
	Content Consumption Rate	Overall content retention %	50% or more

Email Marketing	Indicator	Description	Goal
	Open Rate	% of total emails that are opened	25% or higher
	Email CTR	% of clicks within the opened emails	5-7%
	Email Conversions	% of email-driven conversions	10% or more

Core Marketing Funnel

(Example)

Each level of your marketing funnel is designed to move your buyer persona down towards your core business offer. To complete this template, start from the top of the funnel and work your way to the bottom. Define your Business Content first and then define what sort of offer you will give at each of the levels all the way down to your core offer.

Business Content (BC) refers to the material you share across articles, social media, podcasts, etc. This content should showcase your expertise and ability to address your buyer persona's pain points and challenges.

Ensure the primary topic of your business content aligns with your lead magnet so it can be easily promoted in your channels. Your secondary topics should support the primary topic and provide more value to your buyer persona.

Top of Funnel ● 1

Business Content (BC)

- Secondary topic:**
Navigating regulatory changes in the finance industry.
- Secondary topic:**
Expanding your finance brokerage business.

Primary topic:
Streamlining loan processing for finance brokers.

- Secondary topic:**
Work-life balance for finance professionals.
- Secondary topic:**
Latest trends in the automotive and finance industries.

Lead Magnets offer actionable resources like templates, tools, calculators, and guides to help your Buyer Persona act after learning from your Business Content.

Your Lead Magnet (LM):

"The Ultimate Guide to Loan Processing for Finance Brokers."

Deep Dive Content offers in-depth education on solving specific pain points through compelling stories, case studies, webinars, and courses, inspiring action.

Deep Dive Content (DDC):

Success stories from our brokers.

Foot-in-the-Door Offers provide a direct engagement opportunity with your brand through consultations, demos, trials, or events, showcasing transformation possibilities after Deep Dive Content exposure.

Foot-in-the-Door (FITD) offer:

A free webinar offering a deep dive into effective strategies for loan brokers.

Core Offers represent the primary products or services you sell, aiming to be the ultimate step in your Buyer Persona's journey towards their desired transformation.

Core Offer (CO):

Comprehensive Brokerage Growth Program.

● Bottom of Funnel

Use a lead magnet to gather Emails and set up an Email sequence to funnel them through your offers.

Email Marketing Sequence



Email 1 (DDC)

Offer more value and social proof to build trust (i.e. case study)

Email Subject:
Incredible Client Result After 2 Years – Free Case Study



Email 2 (FITD)

Try to engage directly (i.e. consultation, free assessment, product samples)

Email Subject:
Exclusive Invitation for Brokers: Join Our Free Webinar



Email 3 (CO)

Cover your core offer benefits and value proposition.

Email Subject:
Transform Your Finance Brokerage with Our AI Powered Software.

Upon completion of the sequence, add the lead to your email list for further nurturing.






Marketing Channel Strategy (Example)

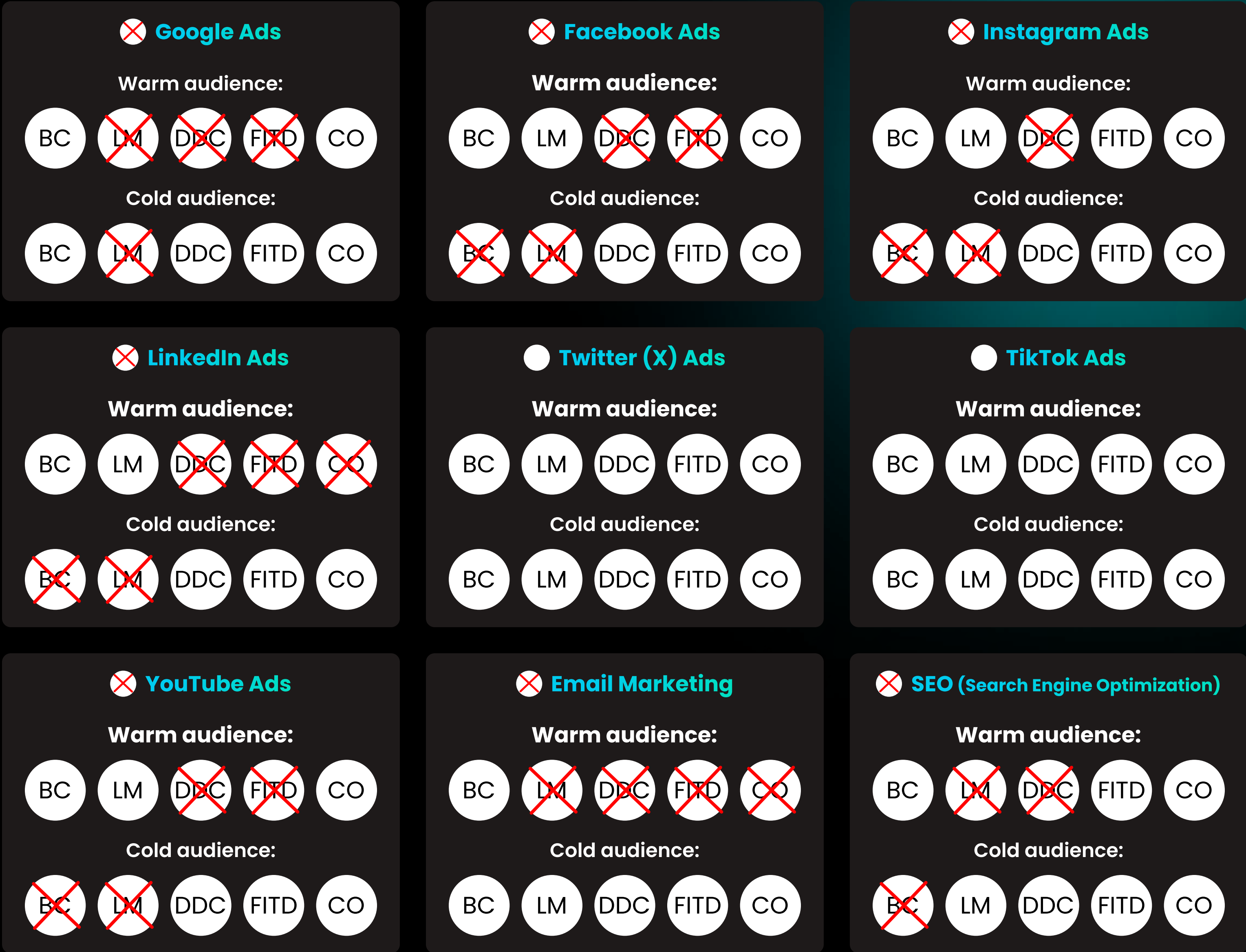
Begin by selecting the marketing channels and specific offers you plan to promote, ensuring they are strategically placed within your marketing funnel to match the audience's warmth.

Offers that are closer to your Core Offer (CO) are typically more effective for a warmer audience that is already further along in the decision-making process.

In contrast, your Business Content (BC) and Lead Magnet (LM) are more effectively targeted toward a cold audience at the beginning stages of brand engagement.

Offer Abbreviations

-  – Business Content
-  – Lead Magnet
-  – Deep-Dive-Content
-  – Foot In The Door
-  – Core Offer



Buyer Persona [Template]

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NAME:
GENDER:
AGE:
INCOME:
INDUSTRY:
LOCATION:
EDUCATION:
POSITION:

Buyer bio:

Their challenges:

-
-
-

Their goals:

-
-
-

Their pain points:

-
-
-

Their influencers:

-
-
-

Their go-to platforms and media channels:

-
-
-

Top 3 questions they might ask about your service/product:

-
-
-

Top 3 desires about your service or product:

-
-
-

How will your chosen lead magnet give them value?

-

Marketing Budget and Distribution [Template]

1 The Marketing Budget

Choose one of the two methods to calculate your monthly marketing budget.

Method 1 (easy) – Percentage of Revenue

It is recommended that businesses at any one time allocate 5-10% of their gross revenue to marketing. Use the equation below to calculate your marketing budget.

Monthly Revenue:

X

Marketing Allocation %:

=

Marketing Budget:

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CLV:

X

COCA%:

=

COCA\$:

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X

Monthly Sales Goal:

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Marketing Budget:

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Top of Funnel ● 1

Business Content (BC)

Secondary topic:

Primary topic:

Secondary topic:

Secondary topic:

Secondary topic:

2

Lead Magnets offer actionable resources like templates, tools, calculators, and guides to help your Buyer Persona act after learning from your Business Content.

Your Lead Magnet (LM):

3

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Deep Dive Content (DDC):

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Foot-in-the-Door (FITD) offer:

5

Core Offers represent the primary products or services you sell, aiming to be the ultimate step in your Buyer Persona's journey towards their desired transformation.

Core Offer (CO):

● Bottom of Funnel

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Email Marketing Sequence

✉ Email 1 (DDC)

Offer more value and social proof to build trust (i.e. case study)

Email Subject:

✉ Email 2 (FITD)

Try to engage directly (i.e. consultation, free assessment, product samples)

Email Subject:

✉ Email 3 (CO)

Cover your core offer benefits and value proposition.

Email Subject:

Upon completion of the sequence, add the lead to your email list for further nurturing.

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