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Digital Marketing Strategy

Marketing & Advertising

Document type: Plan / SOP / strategy / guide · Generated 16 Oct 2026

This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a full-funnel digital marketing strategy — channels, funnel stages, budget split, KPIs and a 90-day roadmap — aligned to the client goal. Use it to set direction before executing channels. For paid channel plans use the Google Ads or Meta Ads Plan.

Purpose of this tool & output

Build a full-funnel digital strategy for a client

How the output is used

Use it to build a full-funnel digital strategy for a client — channels, content and budget mapped to awareness-to-conversion.

Important cautions

Allocations are a starting point; optimise with performance data.

Companion documents

- Google Ads Campaign Plan
- Meta Ads Campaign Plan
- Paid Media Performance Audit
- Landing Page Copywriter
- Conversion (CRO) Audit
- Remarketing / Retargeting Plan

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.