

Digital Marketing Plan

Florida Atlantic University

Date:

Program:

Department contacts:

Individual signing the proposal (include name and email):

Guiding questions	
What are the campaign goals (i.e., brand awareness, generate leads, app generation)?	
Who and where is our target market (locations and personas – age and interests)	

What are some of the highlights of the program?

Budget (dollar amount) & Advertising start date and end date	
What type of digital strategy we want to use (i.e., social media, emails, SEO, blogs, etc.)?	
What digital media channels (FB, IG, LinkedIn, Google, YouTube, Twitter, etc.)	
What are some search keywords?	
Creative assets and landing page URL(s)	
Other	