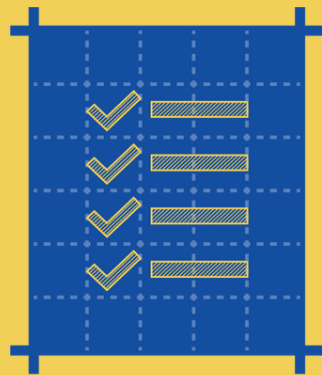


Quick-Start Guide



DIGITAL MARKETING SUCCESS PLAN™

"Without a plan, you're just spending money."

Corey Morris

Founder, The Digital Marketing Success Plan™



Introduction

Welcome to your quick-start guide for creating a **Digital Marketing Success Plan™** using the **START Planning Process**. This guide will walk you through the core framework, helping you lay the foundation for a strategic and results-driven digital marketing plan.

What is the START Planning Process?

The START Planning Process is a structured approach that enables businesses to develop a fully documented **Digital Marketing Success Plan™** in 60-90 days. The five phases of START are:

S for Strategy

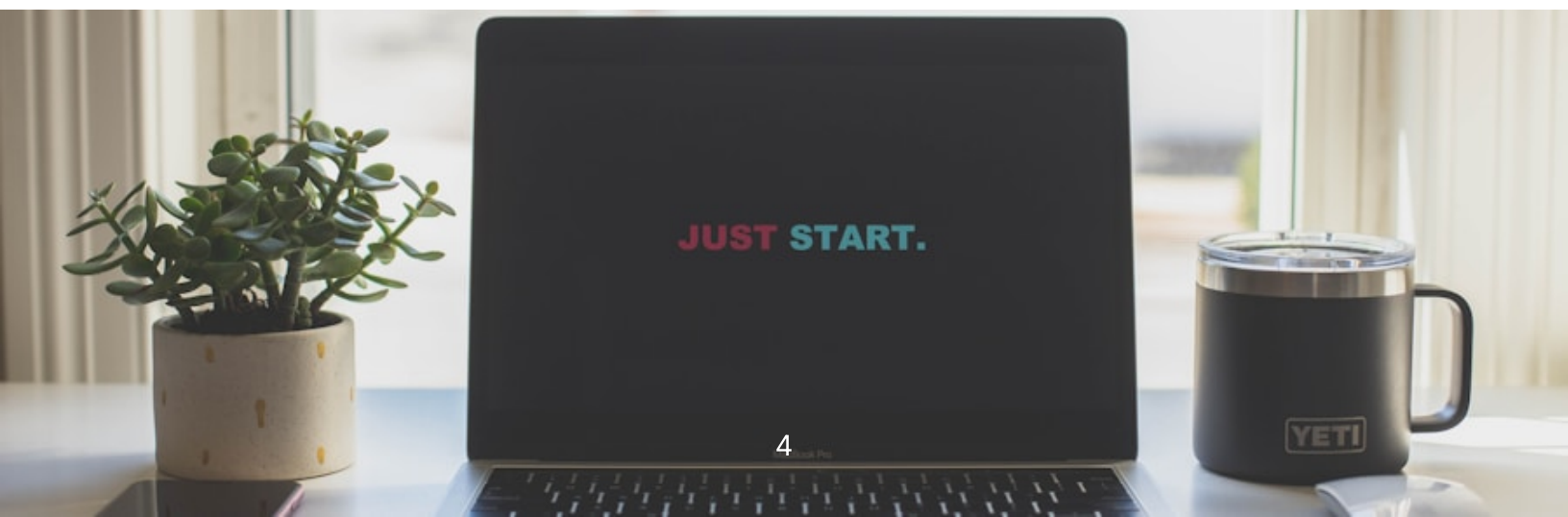
T for Tactics

A for Application

R for Review

T for Transformation

Each phase ensures that your digital marketing efforts are objective, strategic, and aligned with business goals.



Step 1: Strategy

Key Question: What are your business goals, and how does digital marketing help achieve them?

Before diving into execution, start with a clear **strategy** by outlining:

- **Business Goals:** Define your top marketing objectives (e.g., lead generation, revenue growth, brand awareness).
- **Audience Profile:** Identify your target market, including demographics, behaviors, and pain points.
- **Competitive Analysis:** Assess key competitors and what sets your brand apart.
- **Marketing Channels:** Determine the historically most effective digital marketing channels for your audience.
- **Success Metrics:** Establish key performance indicators (KPIs) to measure effectiveness that are connected to meaningful business performance outcomes.

Action Step: Write down your primary business objective and one digital marketing goal that aligns with it.

Step 2: Tactics

Key Question: What marketing tactics will help achieve your goals?

Once you have a strategy in place, outline the specific **tactics** to implement:

- **SEO Strategy:** Optimize your website and content for organic search.
- **Paid Search:** Leverage Google Ads or other paid search channels.
- **Social Media:** Identify platforms where your audience is active, including both organic and paid opportunities.
- **Email Marketing:** Build and nurture an email list for customer retention.

Action Step: List three tactics that align with your business and audience.

Step 3: Application

Key Question: What assets and resources do you need to execute your tactics?

To successfully implement your digital marketing plan, ensure you have:

- **Website Optimization:** A fast, user-friendly, and conversion-focused website.
- **Landing Pages:** Dedicated pages optimized for lead generation.
- **Marketing Collateral:** Email templates, ad creatives, and lead magnets.
- **Content:** Blog posts, videos, and guides to engage your audience.
- **Project Management Tools:** A system to track progress and execution.

Action Step: List the top three assets you need to create or optimize.

Step 4: Review

Key Question: How will you measure and manage your success?

Regularly reviewing your digital marketing performance ensures continued success. Set up:

- **Performance Tracking:** Google Analytics, CRM systems, and custom dashboards.
- **Key Metrics:** Monitor website traffic, lead conversions, and ad performance.
- **Regular Check-Ins:** Schedule weekly or monthly reviews to assess progress.

Action Step: Define one key metric you will track regularly.

Step 5:

Transformation

Key Question: How do you refine and scale your efforts over time?

Marketing is an ongoing process, requiring agility and adaptation. Key focus areas:

- **Tactical Timelines:** Develop structured timelines for executing and optimizing campaigns.
- **Resource Alignment:** Ensure tools, personnel, and budgets are allocated effectively.
- **Agility and Adaptation:** Build in flexibility to pivot based on performance data and market changes.

Action Step: Identify one area of your marketing plan that requires ongoing commitment and focus.

Conclusion

By following this Quick-Start Guide, you now have a head start on building your full **Digital Marketing Success Plan™**.

✅ Need more guidance? Access the full framework and additional resources at TheDMSP.com.

📧 Want hands-on help implementing your plan? **VOLTAGE** offers expert execution of the START Planning Process. [Learn more.](#)

Next Steps:

- Complete the action steps above.
- Start documenting your plan.
- Start implementing the first phase of your plan.

Your journey to digital marketing success starts today!

