

Digital Growth Plan



Key Revenue Stream - products or services

	Key Revenue Stream 1	Key Revenue Stream 2	Key Revenue Stream 3
Size of the online opportunity	\$	\$	\$
Your current market share	%	%	%

Customer Centricity - putting your customer at the heart of the conversation

	Key Revenue Stream 1	Key Revenue Stream 2	Key Revenue Stream 3
Key differentiators - and what they mean to your customer			
Defining factors of your ideal customer profile			
Primary problems you solve for your customers			

Minimising Risk - understanding threats and the speed of change

	Key Revenue Stream 1	Online Market Share	Key Revenue Stream 2	Online Market Share	Key Revenue Stream 3	Online Market Share
Key online competitors	1.	%	1.	%	1.	%
	2.	%	2.	%	2.	%
	3.	%	3.	%	3.	%
	4.	%	4.	%	4.	%
	5.	%	5.	%	5.	%

Financial Objectives - invest with confidence

	Key Revenue Stream 1	Key Revenue Stream 2	Key Revenue Stream 3
Annual marketing investment	\$	\$	\$
Projected annual return	\$	\$	\$

Leads and Sales - your digital revenue engine

	Current performance	90 day change
Website alignment factor <i>(the extent to which your website is aligned with and discoverable by your ideal customers)</i>	%	%
Number of leads my website creates for my sales team each month		%
Number of leads my marketing programme creates for my sales team each month	\$	%
Cost of acquisition for a new lead	\$	%
Cost of acquisition for a new sale	\$	%

Clear Form

SAVE FORM