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# Digital Marketing Template Files: Accompanying Document

Econsultancy 2009

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## 1. Introduction

### Why are these template files useful?

A question we constantly get asked is where people can find best practice examples of documentation that they can use for their digital marketing. These questions come from client-side, in-house web teams, from agencies and freelancers alike.

There are various places on the web which offer the occasional such document, of variable quality. However, there is nowhere that we know of where you can get all the documents you need. Hence this pack of template files.

### So what's included?

We've spent a lot of time recently talking to our subscribers and discovering the tools and techniques they find most effective in helping them manage their online marketing, advertising and e-commerce activities. This release of templates has been informed by their feedback. However we're still keen to keep adding to and improving what's here. Please contact us if you have something to contribute or suggest.

#### The template files that are currently available under the following categories:

Developing and Executing an Affiliate Strategy	Affiliate Marketing Components
Display Media Plan: Campaign Forecast	Display Media Plan: Brand Campaign
Media Plan: Direct Response Campaign	Campaign Response Report
PPC Planning and Buying	PPC Reporting
SEO Audit: Case Study	Social Media & PR Strategy Guidelines
Corporate Social Media Policy Guidelines	Social Media Measurement Templates
User Research Recruitment Brief	Reviewing Usability
Basic Usability Audit and Checklist	Web Analytics Pitch Scorecard
E-commerce Checkout Form Guidelines	E-commerce Checkout Guidelines
E-commerce Supplier Selection (client)	E-commerce Client Opportunity Templates (Agency-side)
Online Brand Analysis	

## IMPORTANT

**It needs to be recognised that this is an ongoing project.**

**Therefore, new template files will be added to the library on a regular basis, so make sure you consistently check each specific sector for updates.**

### Who created these template files?

In some cases Econsultancy has created the templates. In others we have gone to leading experts in the relevant area and they have provided the files. Details of these contributors are acknowledged where appropriate.

### How should these files be used?

This release of templates includes a much greater range of documentation drawn from several different schools of thought. Because of this there are a couple of things you should be aware of:

- **Understanding what you need**

If you're only looking for templates for a specific area of online marketing, you'll find navigating the files very easy. However, if you're starting out or are unsure about what you're exactly looking for, then you need to understand which methods will best suit your overall business objectives. Once this has been established, it's easy to prioritise which files will be more relevant and which ones need to be seen first.

- **Template overload**

- If you tried to use all of our templates in your next project you would probably drown under a mountain of paperwork, so it's up to you to pick and choose the documents that are most useful to you.

In the following sections we explain more about the files and how they are typically used. However, a *big* caveat still applies; these template s are simply to help frame and guide your thinking, they are **not** the 'answer' or a complete DIY 'kit'. What is right for you will depend on your particular requirements and project or campaign you are planning to run.

### What sort of online campaigns are these files useful for?

In theory these documents are useful for anyone planning and managing online marketing, advertising or e-commerce campaigns of any size.

Use your judgement to determine which are best suited to you and your organisations' style of working.

### 1.1. About Econsultancy

Econsultancy is the leading source of independent advice and insight on digital marketing and ecommerce.

Our reports, events, online resources and training programmes help a community of over 75,000 registered marketers make better decisions, build business cases, find the best suppliers, look smart in meetings and accelerate their careers.

Econsultancy is an [award-winning online publisher of reports](#) covering best practice, user experience benchmarking, market data and supplier selection aimed at internet professionals that want practical advice on all aspects of ebusiness.

Econsultancy also operates a highly popular [training](#) division, used by some of the world's most prominent brands for staff education, both in-house and via public courses. We provide training across all areas of digital marketing and at all levels from one day courses to diplomas to Masters in Digital Marketing.

In addition, we host more than 100 events a year, such as The Online Marketing Masterclass, regular Supplier Showcases and Roundtables, an annual Future of Digital Marketing event, Digital Cream and a range of social events.

The [Econsultancy](#) site now attracts over 175,000 unique users per month where they access research, read the blog and take part in discussions in the forums. And as a portal to the digital marketing community, Econsultancy members can also link up with other members and digital suppliers through our directories, as well as find a new job or new digital talent using the job listings.

Some of Econsultancy's client-side members include: Google, Yahoo, MSN, MySpace, BBC, BT, Shell, Vodafone, Yell.com, Dell, Oxfam, Virgin Atlantic, TUI, Barclays, Carphone Warehouse, IPC Media, Deloitte, T-Mobile and Estée Lauder.

[Join Econsultancy](#) today to learn what's happening in digital marketing – and what works.

Call us to find out more on +44 (0)20 7681 4052 or [contact us online](#).

## 2. Explanation of each Template File

### 2.1. Affiliate Marketing

#### Link: Affiliate Marketing – Digital Marketing Template Files

<http://econsultancy.com/reports/affiliate-marketing-digital-marketing-template-files>

Affiliate marketing continues to grow - so how do you run campaigns competitively or even get started? We've created generic templates that get to the core of how you should be considering to run a successful online campaign in this area.

#### 2.1.1. Developing and Executing an Affiliate Strategy

##### Link: Developing and Executing an Affiliate Strategy

<http://econsultancy.com/reports/developing-and-executing-an-affiliate-strategy-digital-marketing-template-files>

Affiliate Window has specifically created this large document to help guide you in understanding and creating an affiliate marketing strategy.

### Acknowledgements

Many thanks go to [Affiliate Window](#) for providing us with this document.

#### 2.1.2. Affiliate Marketing Components

##### Link: Affiliate Marketing Components

<http://econsultancy.com/reports/affiliate-marketing-components-digital-marketing-template-files>

Affiliate Window has specifically created this large document to help guide you in understanding the functions of affiliate marketing.

### Acknowledgements

Many thanks go to [Affiliate Window](#) for providing us with this document.

## 2.2. Display Advertising

### Link: Display Advertising – Digital Marketing Template Files

<http://econsultancy.com/reports/display-advertising-digital-marketing-template-files>

Display advertising continues to be a powerful online medium. Because of this, we've created generic templates that get to the core of how you should be considering to run a successful online campaign in this area.

### 2.2.1. Display Media Plan: Campaign Forecast

#### Link: Display Media Plan: Campaign Forecast

<http://econsultancy.com/reports/display-media-plan-campaign-forecast-digital-marketing-template-files>

bigmouthmedia and Econsultancy has specifically created two corresponding documents to help you understand how to plan the framework for a display campaign.

#### Acknowledgements

Many thanks go to [bigmouthmedia](#) for providing us with this document.

### 2.2.2. Display Media Plan: Brand Campaign

#### Link: Display Media Plan: Brand Campaign

<http://econsultancy.com/reports/display-media-plan-brand-campaign-digital-marketing-template-files>

TBG and Econsultancy has specifically created two corresponding documents to help you understand how to plan a branding display campaign.

#### Acknowledgements

Many thanks go to [TBG](#) for providing us with this document.

### 2.2.3. Media Plan: Direct Response Campaign Template

#### Link: Display Media Plan: Direct Response Campaign Template

<http://econsultancy.com/reports/display-media-plan-direct-response-campaign-digital-marketing-template-files>

TBG and Econsultancy have specifically created two documents to help you understand how to create an in-depth media plan for a display campaign.

#### Acknowledgements

Many thanks go to [TBG](#) for providing us with this document.



### 2.2.4. Campaign Response Report

#### Link: Campaign Response Report

<http://econsultancy.com/reports/display-media-reporting-campaign-response-digital-marketing-template-files>

TBG and Econsultancy have specifically created two related documents to help you understand how to report, understand and optimise a display campaign.

#### Acknowledgements

Many thanks go to [TBG](#) for providing us with this document.



## 2.3. Search Engine Marketing: PPC

### Link: Search Engine Marketing: PPC – Digital Marketing Template Files

<http://econsultancy.com/reports/search-engine-marketing-ppc-digital-marketing-template-files>

Paid Search (PPC) is an important part of search engine marketing. We've created template files and have included genuine examples of working PPC documents that should help steer you towards maximising your paid search efforts.

### 2.3.1. PPC Planning and Buying

#### Link: Search Engine Marketing: PPC Planning and Buying

<http://econsultancy.com/reports/search-engine-marketing-ppc-planning-and-buying-digital-marketing-template-files>

This particular section helps you focus on the planning and buying element of PPC.

#### Acknowledgements

Many thanks go to [bigmouthmedia](#) and [Yahoo](#) for providing us with these documents.

### 2.3.2. PPC Reporting

#### Link: Search Engine Marketing: PPC Reporting

<http://econsultancy.com/reports/search-engine-marketing-ppc-reporting-digital-marketing-template-files>

This particular section helps you focus on the reporting element of PPC, in order to optimise campaigns.

#### Acknowledgements

Many thanks go to [bigmouthmedia](#) and [Browser Media](#) for providing us with these documents.

Download all Digital Marketing Template Files from Econsultancy.

Available at <http://econsultancy.com/reports/digital-marketing-templates>

## 2.4. Search Engine Marketing: SEO

### Link: Search Engine Marketing: SEO – Digital Marketing Template Files

<http://econsultancy.com/reports/search-engine-marketing-seo-digital-marketing-template-files>

Natural search (SEO) is an important part of search engine marketing. We've created template files and have included genuine examples of SEO considerations in practice that should help steer you towards maximising your SEO efforts.

### 2.4.1. SEO Audit: Case Study

#### Link: SEO Audit: Case Study

<http://econsultancy.com/reports/seo-audit-case-study-digital-marketing-template-files>

These particular documents include a genuine example of an SEO audit for John Lewis, along with the accompanying guidelines, to help you understand the intricate workings of natural search against your own activities.

## Acknowledgements

Many thanks go to [Browser Media](#) for providing us with these documents.

## 2.5. Social Media and Online PR

### Link: Social Media and Online PR

<http://econsultancy.com/reports/social-media-and-online-pr-digital-marketing-template-files>

Social media and online PR are evolving all the time. Because of this, we've created generic templates that get to the core of how you should be considering to run a successful online campaign in these areas.

### 2.5.1. Social Media & PR Strategy Guidelines

#### Link: Social Media & PR Strategy Guidelines

<http://econsultancy.com/reports/social-media-pr-strategy-guidelines-digital-marketing-template-files>

This template file is a combination of best-practice guidelines and a physical checklist of the core areas needing to be taken into consideration when planning or running your online social and PR activities.

The five key templates within the document are:

- Understanding Your Objectives
- Campaign Strategy
- Listening & Monitoring
- Responding & Engaging
- Campaign Delivery & Workflow

And, at nearly 25 pages long, the templates within the guide are accompanied by a live example of the document in practice, where we have used Econsultancy to highlight how the worksheets function.

### 2.5.2. Corporate Social Media Policy Guidelines

#### Link: Corporate Social Media Policy Guidelines

<http://econsultancy.com/reports/corporate-social-media-policy-guidelines-digital-marketing-template-files>

This particular document will help you create internal policies to steer staff members towards the correct way of engaging with social media in relation to your company's overall objectives.

### 2.5.3. Social Media Measurement Templates

#### Link: SEO Social Media Measurement Templates

<http://econsultancy.com/reports/social-media-measurement-template>

These particular documents will help you assess and measure your engagement - and that of users - with social media. They are intended as metric measurement (not sentiment measurement)



templates and will help you to understand if your activities are being responded to by users as time progresses.

### 2.5.4. Online Brand Analysis

#### Link: Online brand Analysis

<http://econsultancy.com/reports/online-brand-analysis>

The Online Brand Analysis document is an anonymous study of brand analysis, used for genuine clients, combining both onsite and offsite consumer behaviour (with a focus upon keywords and conversations).

It is expected that the document will help guide you in assessing your brand footprint across the social web. The analysis highlighted will also enable any online organisation to make informed decisions on how to embrace social media and include it as part of a branding strategy.

#### Acknowledgements

Many thanks go to [Somatica](#) for providing us with this document.

## 2.6. Usability and User Experience

### Link: Usability and User Experience – Digital Marketing Template Files

<http://econsultancy.com/reports/usability-and-user-experience-digital-marketing-template-files>

Usability and user-experience are key to ensuring that online marketing activity is successful, especially if you are driving users to a website. In this section, you will find various templates and guides to help you understand how to create a seamless user-experience., which should in turn mean higher retention and conversion rates.

### 2.6.1. User Research Recruitment Brief

#### Link: User Research Recruitment Brief

<http://econsultancy.com/reports/user-research-recruitment-brief-digital-marketing-template-files>

This particular document is to help companies looking to recruit users for usability testing purposes.

### 2.6.2. Reviewing Usability

#### Link: Reviewing Usability

<http://econsultancy.com/reports/reviewing-usability-digital-marketing-template-files>

These documents have been supplied to help you understand how to go about testing a site's usability pre- and post- project launch.

## Acknowledgements

Many thanks go [Foviance](#), [Bunnyfoot](#) and [Webcredible](#) for providing us with these documents.

### 2.6.3. Basic Usability Audit and Checklist

#### Link: Basic Usability Audit and Checklist

<http://econsultancy.com/reports/basic-usability-audit-and-checklist-digital-marketing-template-files>

We've created a basic audit and set of criteria to help you benchmark your website functionality and to see what levels of user experience you're creating.

## 2.7. Web Analytics

### Link: Web Analytics – Digital Marketing Template Files

<http://econsultancy.com/reports/web-analytics-digital-marketing-template-files>



Analytics is an important part of understanding any digital marketing activity. Here, we've provided templates to guide you through understanding, procuring and engaging with this particular area.

### 2.7.1. Web Analytics Pitch Scorecard

#### Link: Web Analytics Pitch Scorecard

<http://econsultancy.com/reports/web-analytics-pitch-scorecard>

This particular document is aimed in helping you to understand and source an analytics supplier that will deliver maximum results in line with your business objectives.

## 2.8. E-commerce Projects

### Link: E-commerce Projects

<http://econsultancy.com/reports/e-commerce-projects-digital-marketing-template-files>

E-commerce is an important element to a large proportion of all online activities. So how can you ensure that your e-commerce activity is competitive and effective? We've created generic templates that get straight to the heart of the considerations needed to successfully operate e-commerce projects.

### 2.8.1. E-commerce Checkout Form Guidelines

#### Link: E-commerce Checkout Form Guidelines

<http://econsultancy.com/reports/e-commerce-checkout-form-guidelines>

Econsultancy has specifically this document to help you understand the one area that is the most overlooked in E-commerce: the Checkout Form. These guidelines will help you understand how to streamline your online processes in order to drive higher conversions and ROI.

### 2.8.2. E-commerce Checkout Guidelines

#### Link: E-commerce Checkout Guidelines

<http://econsultancy.com/reports/e-commerce-checkout-guidelines-digital-marketing-template-files>

Econsultancy has specifically this document to help you understand how to streamline your online checkout processes in order to drive higher conversions and ROI.

### 2.8.3. E-commerce Supplier Selection (client)

#### Link: E-commerce Supplier Selection (client)

<http://econsultancy.com/reports/e-commerce-supplier-selection-client-digital-marketing-template-files>

Econsultancy has specifically this document to help client-side companies select an e-commerce provider, platform or agency to help them improve their online activity.

### 2.8.4. E-commerce Client Opportunity Templates (Agency-side)

#### Link: E-commerce Client Opportunity Templates (Agency-side)

<http://econsultancy.com/reports/e-commerce-client-opportunity-templates-agency-side-digital-marketing-template-files>

Econsultancy has specifically created this document to help you identify client-side opportunities.