






ACQUIRE, ACTIVATE AND MONETIZE

1. TARGET GROUPS

(name, characteristics, key message, medias used)







2. KEY WORDS

(on-site, SEO, SEM)

Keywords for SEO (5-10)

On-site SEO (metadata, page names, structure, images)

Off-site SEO (links to www)

SEM (Google AD; title 30, link 1.5, description 90 characters)

3. CONTENT

(www, landing pages, key social media, production, publishing)

5. ADVOCACY

(how to support and share)

4. ACTIVATE & CONVERT (+ecommerce)



CAMPAIGNS

Channel:	Campaign:	Budget €:

METRICS & ANALYTICS

- 1.
- 2.
- 3.
- 4.

ACTION PLAN

- 1.
- 2.
- 3.
- 4.

GLOSSARY

Landing page = web page where users are forwarded
Metadata = webpage field in HTML-code, describing the content of webpages
SEM = search engine marketing, mainly Google Ads
SEO = search engine optimization, mainly Google Search
www = webpages, world wide web