[Insert your business logo]

[Enter your business name]

Digital strategy

**Date:** Select a date

[Use the guidance in this template to help you write your digital strategy.
You can remove this text before you finalise your strategy.]

# Key details

## Registration details

[Find out about [business registrations](https://www.business.gov.au/registrations) and choosing a [business structure](https://business.gov.au/planning/business-structures-and-types/business-structures)]

|  |  |
| --- | --- |
| Business name  |  |
| Date registered | Select date |
| State registered  | Select state/territory |
| Business structure | Select structure |
| Australian Business Number (ABN) |  |
| [Australian Company Number](https://www.business.gov.au/registrations/register-a-company) (ACN)(if a company) |  |

## Contact details

|  |  |
| --- | --- |
| Name |  |
| Phone |  |
| Email |  |
| Address |  |

## Current digital channels

| Channel | URL/details |
| --- | --- |
| Select type |  |
| Select type |  |
| Select type |  |
| Select type |  |
| Select type |  |
| Select type |  |
| Select type |  |
| Select type |  |

**Contents**

[Strategy summary 4](#_Toc163652602)

[SWOT analysis 5](#_Toc163652603)

[Websites and ecommerce 5](#_Toc163652604)

[Social media and digital marketing 6](#_Toc163652605)

[Business software and digital tools 6](#_Toc163652606)

[Cyber security 7](#_Toc163652607)

[Our market 8](#_Toc163652608)

[Market research 8](#_Toc163652609)

[Our target market 8](#_Toc163652610)

[The problem 8](#_Toc163652611)

[Our solution 8](#_Toc163652612)

[Our digital goals 9](#_Toc163652613)

[Cyber security 10](#_Toc163652614)

[People 10](#_Toc163652615)

[Digital budget 11](#_Toc163652616)

[Action plan 12](#_Toc163652617)

# Strategy summary

*[Complete this section last so you can summarise your information**from the rest of the strategy.]*

|  |  |
| --- | --- |
| What our business doesThe products or services we sell. |  |
| Our target market |  |
| Our digital goals  |  |

# SWOT analysis

Strengths, weaknesses, opportunities and threats in the digital areas of our business.

[Read [how to do a SWOT analysis](https://business.gov.au/planning/business-plans/swot-analysis)]

## Websites and ecommerce

|  |  |
| --- | --- |
| StrengthsWhat’s good about our current websites. | *[Example: Website has lots of information about our products]* |
| WeaknessesWhat’s not so good about our websites. | *[Example: Not user-friendly or mobile compatible. No online store]* |
| OpportunitiesExternal factors we could take advantage of.  | *[Example: Growing demand for our products in other states and countries.]* |
| Threats External factors that could cause problems for us. | *[Example: Our competitors could target these same online markets.]* |

## Social media and digital marketing

|  |  |
| --- | --- |
| StrengthsWhat’s good about our approach to social media and digital marketing. |  |
| WeaknessesWhat’s not so good about our current approach. |  |
| OpportunitiesExternal factors we could take advantage of.  |  |
| Threats External factors that could cause problems for us. |  |

## Business software and digital tools

|  |  |
| --- | --- |
| StrengthsWhat’s good about how we use business software. |  |
| WeaknessesWhat’s not so good about our current approach. |  |
| OpportunitiesExternal factors we could take advantage of.  |  |
| Threats External factors that could cause problems for us. |  |

## Cyber security

|  |  |
| --- | --- |
| StrengthsWhat’s good about our current approach to cyber security. |  |
| WeaknessesWhat’s not so good about our current approach. |  |
| OpportunitiesExternal factors we could take advantage of.  |  |
| Threats External factors that could cause problems for us. |  |

# Our market

## Market research

[Attach a copy of your research and findings to this plan. Read our [How to research your market](https://www.business.gov.au/Marketing/Market-research/How-to-research-your-market) page for more information. Market research can help you to get an understanding of problems customers face and opportunities in the market.]

Research we’ve done to analyse the market.

|  |
| --- |
| [Example: We ran an in-store survey of 45 existing customers. We asked them for:* their age, gender, income range and postcode
* the social media platforms they use
* any problems they faced with our products or competitors’ products
 |

## Our target market

The group of customers that we want to sell our products or services to.

|  |
| --- |
| *[Example: Our products are targeted at adults over 30 with a medium to high disposable income.]* |

## The problem

[What issues do your customers and business face?]

The problems we want to solve using digital tools or platforms.

|  |
| --- |
| [Example: People like our products more than our competitors. However, they don’t always have time to come to our physical store to buy them. They often don’t know about our new products or latest offers] |

## Our solution

How we’ll solve these problems using digital tools or platforms.

|  |
| --- |
| [Example: We will:* redevelop our existing website to make it user- and mobile-friendly.
* create an online store so people can order from anywhere (including interstate and overseas).
* use social media for marketing, starting with Facebook and Instagram – the most popular platforms with our target audience]
 |

# Our digital goals

*[Try to make your goals SMART:* ***s****pecific,* ***m****easurable,* ***a****chievable,* ***r****elevant and* ***t****ime-bound.* [*Find out more about setting goals*](https://business.gov.au/planning/business-plans/set-goals-for-your-business)*]*

|  |  |  |  |
| --- | --- | --- | --- |
| Goal | ***[Example: redevelop website and add online store]*** | ***[Example: Use social media for marketing]*** | ***[Enter a goal]*** |
| Due date | Select date | Select date | Select date |
| Target | *[Example: 25% of sales are online in 12 months]* | *[Example: 1500 followers across Facebook and Instagram by end of June. Engagement rates up by 200%]* |  |
| How we’ll measure success | *[Example: Google Analytics data]* | *[Example: metrics from social media management tool]* |  |

# Cyber security

[Outline how you’ll protect your accounts, devices and customer information. Attach your business’s [cyber security policy](https://business.gov.au/online/cyber-security/create-a-cyber-security-policy). You can [find out more about cyber security](https://business.gov.au/online/cyber-security) on our website]

How we’ll protect accounts, devices and customer information:

|  |
| --- |
| [Example: Enable two-factor authentication for all accounts, enable automatic security updates on all platforms, create a cyber security policy, change passwords when staff members leave, understand and follow data privacy legislation. |

# People

[List any current or required staff responsible for implementing this strategy. You might like to delete this section if you’re a sole trader.]

|  |  |  |
| --- | --- | --- |
| Role | NameIf role is filled. | Responsibilities |
| [Example: Social media marketing coordinator] |  | [Example: Manage content calendar, create and publish content, respond to customers on social media, monitor and report on engagement.] |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

# Digital budget

[You can base your budget on the example below, use your own budget or ask your accountant for help. Specify whether figures include GST.]

# Action plan

[Break down each of your digital tasks into a list of actions. For each action, include the priority, due date and who is responsible.]

## Goal: *[Example: redevelop website and add online store]*

|  |  |  |  |
| --- | --- | --- | --- |
| Action | PriorityHigh, medium or low. | Due date | Person responsible |
| [Example: Register domain name]  |  | Select date |  |
| [Example: Research e-commerce platforms] |  | Select date |  |
|  |  | Select date |  |
|  |  |  |  |

## Goal: *[Example: use social media for marketing]*

|  |  |  |  |
| --- | --- | --- | --- |
| Action | PriorityHigh, medium or low. | Due date | Person responsible |
| [Example: Create Instagram account]  |  | Select date |  |
| [Example: Draft content calendar] |  | Select date |  |
|  |  | Select date |  |