



Digital transformation plan

Part 1: Audit

What are your current digital strengths and weaknesses?

Part 2: Business goals

Where do you want to go? What do you want to achieve?

Part 3: Strategy

How can digital strategies contribute to those business goals? Remember the 5Ss (see: [Digital Marketing Strategy: How to Leverage your 5 'S'](#)) :

- Sell
- Save
- Speak
- Serve
- Sizzle

Part 4: Objectives

Write out your quantified digital objectives, based on the 5Ss.

Examples: Sell 10% more products online; provide more efficient customer service by answering 50% more emails in the same amount of time, reduce cost of direct-to-customer marketing.

Part 5: Tactics

Which digital tactics (that you've learned about through Digital Main Street) will best help you reach those objectives? Consider:

- Domain Name & Email Accounts
- Website
- Online Sales
- Search Engine Optimization
- Social Media
- Blogging & Content Marketing
- Email Marketing
- Online Advertising
- Admin: Customer Service, Client/Customer Relationship Management, Customer Databases
- IT set-up, backups and security

Part 5: Budget

How do you plan to spend the \$2500 Digital Main Street grant and any additional investment?

Part 6: Action plan

Note: one objective might have multiple actions

Objective	Action/Tactic	Detail	Who	By when

Part 7: Measurement and milestones

Set six measurable milestones that you can track as you move forward with your Digital Transformation Plan.

Which KPIs (key performance indicators) will tell you how your plan is doing? At which points will you check in with the measurement, and make a course correction if needed?

Note: one objective might have multiple milestones

Objective	KPI to watch for	Milestone to reach	By when	Reached?	Course correction needed?

Part 8: Reflection

What will success look like? How will you know when you've achieved your goal?