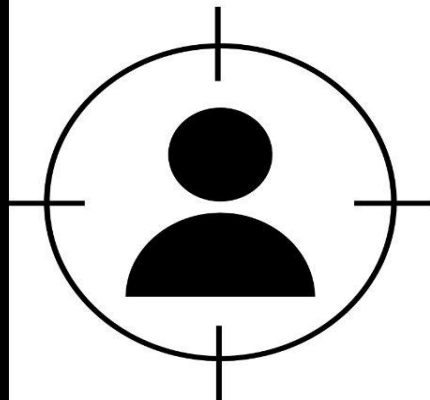# 2022

Digital Retail Growth Planning Template

01
The Customer

The quickest way to reduce your acquisition cost
is to define your customer

Define your Customer

01 Who are they?

Define: Who are they? What they do? How they shop?
Detail your customers shopping habits.

02 What do they want?

Define what product or services are they looking for.
Remember, a customer starts with a broad set of needs and then becomes more specific.

03 Why?

Why do they want it? What problem do you solve? Why should they want it from you?
What would be your key selling points? What sets you apart from the competition?

04 How?

How do they get it? Where would they look for it? What do they search for?
What does the customer journey look like?
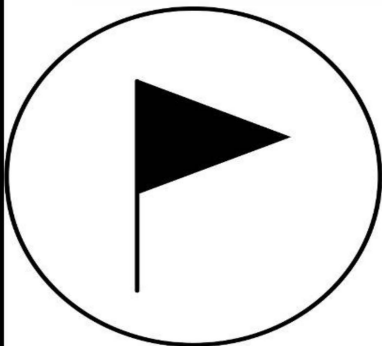
Customer Planning Template

Who	What
Why	How

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02
Goal Setting

Growth happens when you focus.
Focus happens when you get clear goals.

Set Goals

01 Traffic

What traffic do you want to drive both instore and online?
Set some traffic targets for 2021.

02 Conversion Rate

If 10 customers walk in your store, what percentage would buy your products?
Online average conversion rate in Australia is between 1.5% and 2%.
Increasing the amount of customers that buy online is cheaper than finding new customers.

03 Average Order Value

Average order value (AOV) is the average dollar amount a customer spends when placing an order on your store. You can calculate your store's average order value by dividing your store's total revenue by the number of orders taken.
If you increased by x% what would be the impact on annual revenue?

04 Revenue

The end of 2022 feels like a lifetime away, but being clear on your revenue goals sets the behaviours and focus for you and your team. Go big!
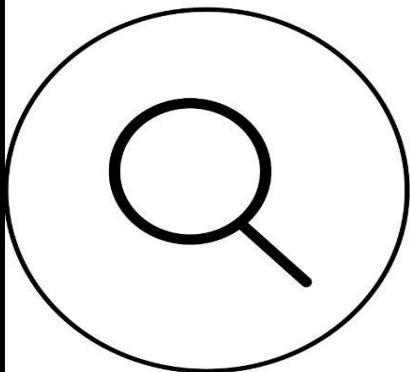
Targets

Quarter	Traffic	Conversion Rate	AOV	Revenue
Q1				
Q2				
Q3				
Q4				

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03
The Keywords

Keywords determine your place on Google.
Mapping your keywords and content to your customer
increases your ranking, traffic, conversions and revenue.

Define your Keywords

01

Think like your customer
80% of customers start their shopping journey on Google.
What does your customer search for to find you or a competitor?
List the top 5 keywords you believe your customer search for.

02

Walk in their digital shoes
What results do they get when they search for those keywords?
Who is Number 1 in Google and what content have they used on their website?
Take note of the use of keywords.

03

Are you Googleable?
Search for your brand - do you find it?
How does it look? Would you buy from you?

04

Keyword led content
Develop content, campaigns, and marketing collateral based on your
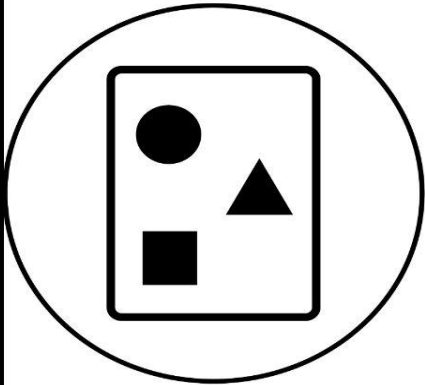customers' searches.

Targets

Rank	Word	PLACEMENT
1st		
2nd		
3rd		
4th		
5th		

04
Content

Developing customer focused content is the most cost effective digital marketing activity.

Play your content

01
Customer driven
Use a combination of the problem and the keywords to map your content plan.

02
Timing is key
The best day and time to past on social media channels, globally, is Wednesday from 9am. Ensure you map your content schedule to your customers schedule.

03
Channels
Where are your customers? In small and medium size retail we can't be everything to everyone, so choose the channels your customers are most engaged on and deliver your best work there.

04
CTA
Use call to actions, to drive behaviours - buy now, sign up, download.

Content & Channels

Day	Content	Channels	CTA
Mon			
Tue			
Wed			
Thu			
Fri			
Sat			
Sun			

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In 2022, we will witness the biggest growth in Ecommerce sales in the history of retail.

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