

DIGITAL STRATEGY: DOCUMENT TEMPLATE

1. CONTEXT/BACKGROUND

Where does this strategy sit in relation to the rest of your organisational planning? Is this your first digital strategy or a revised version? How often will it be reviewed?

2. DIGITAL VISION

Looking ahead a few years, express the following:

- The experience we want our customers to be having with us digitally.
- What we want to be able to deliver and achieve via digital tools and channels.

Examples might be:

“Our online communications are always well received by our audience”

“It’s easy for people to find information about us, purchase our tickets and donate to us online on all devices.”

3. WHERE ARE WE NOW?

A summary of your “digital audit”: an honest assessment of where you are now. You can approach the audit systematically by answering these five questions:

- Is our current digital activity serving our organisational goals – or not?
- What is our current digital ecosystem (tools, channels, audiences)?
- What are our peers doing on their digital channels and how do we compare?
- What are our digital Strengths, Weaknesses, Opportunities and Threats?
- Where are we now in relation to the digital vision we have defined above?

4. WHERE DO WE WANT TO BE?

- **Two-year digital strategy goals**, e.g. “to build a strong and responsive online community” or “to deliver more of our content online”.
- **Target audiences**, e.g. are there some audience segments with expectations of communicating digitally or who are easier to reach via digital platforms? Include a description of each segment and the digital habits of its members.
- **Our digital principles** (how we want to behave on digital channels), e.g. “we are always honest and transparent online” or “we are always responsive”.

5. HOW WILL WE GET THERE?

▪ **Strategic Priorities – Overview**

Select 3 – 6 key areas of focus for the period of your digital strategy. These might be any of the following (or others):

- Re-development of your website
- Implementation of a CRM (Customer Relationship Management) system
- Collection of audience data
- Development of social media community
- Shift from traditional to digital marketing campaign tactics
- Developing an online collection (of artworks or museum artifacts or music)
- Creating and publishing digital content
- Programming our YouTube channel
- Building online fundraising capability
- Improving our online ticket selling experience

Your priorities can be deduced from:

- Your organisational goals and what you need to support
- Your digital SWOT
- Gaps between your vision statements and reality
- Remaining competitive with your peers
- Target audiences you are not serving
- Desired market positioning vs. actual
- Audience demand

▪ **Strategic Priorities – detail**

Take each of your Strategic Priorities and map out:

- SMART Objectives (Specific, Measurable, Achievable, Realistic, Timebound)
- Key Activity (Overview of 8 – 10 specific things you will implement)
- Measures (How you will know you have been successful.)

▪ **Resources, Roles and Responsibilities**

Define the budget, technology and skills you need, as well as who will be responsible for delivering what. Look creatively at resources (e.g. Creative New Zealand Optimise) for ways to increase the skills on your team.

▪ **Key milestones timeline**

6. APPENDICES/ SUPPORT DOCUMENTATION