



Anuncier

Let's get your message out

Digital Strategy Coordinator

*Your entire digital marketing operation - coordinated, executed, and measured.
You focus on running the business or nonprofit.*

Why This Exists And The Problem It Solves

Effective digital marketing is complicated enough on its own. Coordinating all the pieces — website, social media, ads, email, SEO, AI visibility, content — makes it exponentially harder. Most business owners and nonprofit leaders simply don't have the time, bandwidth, or expertise to manage all of it.

Terms like SEO, AEO, AIO, and GEO can feel overwhelming. Vendors working in silos produce inconsistent results. And without someone owning the whole picture, opportunities get missed and money gets wasted.

The Digital Strategy Coordinator solves this by acting as your fractional digital marketing lead — the person who owns the strategy, coordinates the execution, manages the vendors, and makes sure everything is working together toward the same goal.

A strong coordinated digital strategy doesn't just improve your digital presence — it enhances every other marketing effort you're making.

Who It's For

- Established businesses and nonprofits that want their entire digital marketing operation managed by one accountable partner.
 - Organizations that have tried to manage multiple vendors and found nothing is coordinated or working together.
 - Leadership that wants to completely hand off digital marketing and simply receive regular updates on results.
 - Businesses or nonprofits that are ready to invest seriously in digital growth and want a comprehensive strategy executed consistently every month.
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What Makes It Different

Most businesses that reach this level of digital activity have too many vendors and no one connecting the dots. The website person doesn't talk to the social media person. The ad agency doesn't know what the content calendar looks like. Nobody is asking whether all of it is pointing at the right target audience.

The Digital Strategy Coordinator changes that. We become your primary point of contact for all things digital — setting direction, coordinating execution, and holding everything accountable to your Digital Clarity Gap and your business goals.

This is not an agency relationship where you hand us a brief and wait for deliverables. It's an ongoing partnership where we're embedded in your digital marketing operation every month.



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What's Included

Everything in the Digital Strategy Advisor and Digital Strategy Engagement, plus:

Social Media Campaign Management — up to 3 platforms

We manage your social media presence across up to three platforms with 2 to 3 posts per week. Content creation is coordinated through our network of content specialists — strategy, direction, and quality control stay with us. Execution is handled efficiently so you're not paying agency rates for social content.

Paid Ads Management — up to 5 campaigns

We design, launch, and manage up to five paid campaigns across Google Ads, Local Services Ads, Facebook, Instagram, or other relevant platforms. Every campaign is built around the target audience identified in your Digital Strategy Blueprint and tracked through your reporting dashboard. Ad spend is billed separately and controlled by you.

Email Marketing — up to 5 campaigns per month

We plan, write, and send up to five email campaigns per month to your existing list. Each one is tracked for opens, clicks, and conversions — tied back to your GA4 data so you can see the full picture of what email is contributing.

Topic Cluster Development — 2 per month

We research and develop two topic clusters per month — the strategic content frameworks that build your topical authority in search and AI. Each cluster identifies the core topic, supporting content, and internal linking structure. Content creation is coordinated internally or with your existing team using AI-assisted production to keep timelines efficient.

Website Management

We handle ongoing website work — page redesigns, layout adjustments, new sections, menu updates, and internal linking. This keeps your site current, optimized, and aligned with your evolving strategy. Hosting, security, and backend development are outside this scope and remain with your hosting provider.

Monthly Reporting Dashboard

Every month you receive a reporting dashboard that pulls together GA4, GSC, social media performance, ad results, and email metrics in one place. No data dumps — a clear summary of what's working, what isn't, and what we're adjusting. Presented at your monthly check-in.

Primary Point of Contact for All Digital Activity

One person. One point of contact. All digital questions, requests, and decisions flow through us. No more managing five vendors who don't talk to each other.



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What's Not Included

- Ad spend — billed separately and controlled by you.
- Website hosting, security, and backend development — managed by your hosting provider. If needed, we can provide partners.
- PR and traditional media — this engagement is focused on digital channels. If needed, we can provide partners.
- Paid content distribution or sponsored placements — available as add-ons if needed.
- Full brand identity work — logo, visual identity, and brand design are outside this scope. If needed we can provide partners.

Cadence and Format

Contract	Month-to-month. No long-term lock-in.
Recommended runway	6 months minimum to see compounding results across all channels.
Check-in cadence	Monthly reporting dashboard plus monthly strategy call.
Prerequisite	Digital Strategy Blueprint and Digital Strategy Kickoff completed first.
Price	\$3,000/month. Ad spend billed separately.

Why It's Different

Most businesses at this level are either paying agency rates — \$5,000 to \$10,000 a month — for siloed execution, or trying to manage everything themselves and dropping the ball on half of it.

The Digital Strategy Coordinator sits between those two options. You get strategic leadership, coordinated execution, and consistent measurement — without the agency overhead or the chaos of managing it yourself.

And because everything is built on the Digital Clarity Gap framework, every campaign, every post, every email, every piece of content is aligned with who you actually are and who you're actually trying to reach. That coherence is what makes the whole system compound over time.

Strategy before tactics. Activity that is measured.

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