

Please note that this is a template. This is intended for reference use only.

Phygital Planning Checklist and Budget

Note: This is a general one-page MSME phygital strategy template. You will need to adapt it to your specific business, target audience, and budget.

Vision: To become a leading MSME that seamlessly blends online and offline experiences to offer unparalleled customer engagement and value.

Mission:

- **Enhance Brand Awareness:** Increase online and offline brand visibility through integrated marketing efforts.
- **Optimize Customer Journey:** Create a seamless omnichannel experience that simplifies purchasing and strengthens customer loyalty.
- **Drive Sales and Engagement:** Utilize digital tools to personalize offers, increase sales, and foster deeper customer relationships.

Target Audience: [for your product/service category].

		Approximate Budget
Online Presence		
Website/E-commerce Store	Develop a user-friendly website with integrated e-commerce functionalities for online ordering and delivery.	Starts at ₱30,000 (one-time)
Social Media Marketing	Maintain active profiles on Facebook, Instagram, and other relevant platforms for engaging content, promotions, and customer interaction.	Starts at: ₱25,000 monthly
Digital Marketing	Explore options like search engine optimization (SEO), pay-per-click (PPC) advertising, and influencer marketing to target specific audiences.	Starts at ₱25,000 monthly

Please note that this is a template. This is intended for reference use only.

Offline Experience		
Store Design and Ambiance	Enhance the physical store environment with interactive displays, digital signage, and comfortable seating areas for browsing and waiting.	~ ₱50,000 (cost varies)
In-Store Technology	Implement technologies like QR code menus, self-service kiosks, and customer loyalty programs to improve convenience and engagement.	~ ₱15,000 (cost varies)
Events and Collaborations	Host in-store workshops, demonstrations, or partner with local businesses for joint events to attract new customers and build community.	~ ₱10,000 per event (cost varies)
Integration		
Click-and-Collect	Offer customers the ability to order online and pick up in-store for added convenience and flexibility.	(cost varies)
Online Reviews and Feedback	Encourage customers to leave online reviews and utilize feedback channels to improve both online and offline experiences.	(cost varies)
Loyalty Programs	Implement a unified loyalty program that rewards customers for both online and offline purchases, driving repeat business and engagement.	(cost varies)

Please note that this is a template. This is intended for reference use only.

Monthly To-Do List:

- Update website and social media content with fresh offers and promotions.
- Monitor and respond to online reviews and feedback.
- Analyze website and social media analytics to optimize marketing strategies.
- Host or participate in at least one event per month.
- Track progress towards monthly sales and engagement goals.

Implementation Checklist:

- Design and develop website/e-commerce store.
- Create engaging social media content calendar.
- Set up digital marketing campaigns (optional).
- Enhance store design and integrate technology (optional).
- Develop click-and-collect functionality (optional).
- Implement unified loyalty program (optional).

Budget Approximation:

- Total Budget: ~ ₱120,000 (variable depending on chosen strategies and implementations)
- Monthly Ongoing Costs: ~ ₱50,000 (variable depending on ongoing marketing efforts and technology maintenance)