



# Digital Marketing Checklist

## Customers Are Looking For You

### Search

- Website: Build & analysis (Is it working? Changes you'd like to see?)
- Search engine optimization (SEO)
  - On-site SEO (built into your website)
  - Off-site SEO (increase the number and quality of links coming into your website)
- Search engine marketing (SEM)
  - Your Business: Applicable keyword groups and keywords
  - Competitors' name and keywords

## You're Looking for Customers

### Display Advertising

- Programmatic: Contextual, demographic, retargeting, pre-roll
- Mobile: Geo fencing, mobile retargeting, mobile RON
- CTV: Streaming TV, connected TV
- Digital Out Of Home (Programmatic): billboards, street, transit, convenience stores, etc.

### Social

- Social Media Setup - Facebook, Twitter, Pinterest
- Social Marketing: PPE, Clicks to Website

### Texting

- SMS & MMS

- Platform set up, campaign execution: keywords + short code, dashboard

## Traffic Route

- Harvest site visitor data - email, names, addresses, phone, income, credit scores, etc.

## Email

## Digital Communications Hub

## Analytics

- Dashboard
- Google Analytics

## Questions to Answer Before Building a Digital Campaign

**Ultimately, what's your digital marketing goal? Choose just one or rank in order of importance.**

- A. Lead generation
  - Conversions (form fill on website to harvest info and reply to inquirers)
  - Phone calls (fielding inquiries)
- B. Knowledge dissemination
  - Services/Product info
  - Branding - What's your business all about?
- C. Traffic to website
  - Branding
  - Top-of-mind awareness

**What detail can I provide regarding services/products to promote? Questions for each service or product:**

- A. Geography/Reach
  - What's the reach of your location(s)? (e.g. 5-mile radius of your business)
- B. Customer targeting
  - Target demographics?
    - Lifestyle (e.g. HHI, age, gender, occupations etc.)
  - Contextual?

- Customer interests (e.g. health, philanthropy, environment, autos, UTV's, ag news, etc.)
- C. Budget parameters
  - A general range will greatly help in building you a proposal
  - \$4,500 to \$10,000 per month? \$40,000 per year? Pulsed over a specific period?

### **Digital Products – Are you interested in any of the following Products/Services?**

- Paid Search (SEM)
- SEO (offsite)
- Programmatic Display, Mobile
- OTT/CTV
- Texting
- Traffic Route
  - Harvest site visitor data
  - email, names, addresses, phone, income, credit scores, site areas visited
- Managing digital marketing
  - Digital Communications Hub
  - Digital Dashboards: manage emails, texts, surveys, etc., from one screen

## **Top 10: Why Digital?**

1. Reaches People Where They Spend Their Time & Money
2. Aligns with How People Today Shop
3. How People Prefer that Businesses Reach Them
4. Levels the Playing Field for Small Business
5. More Targeted
6. Can Be Hyper-Personalized
7. More Advanced Analytics
8. Easy to Scale & Adapt
9. Best ROI
10. Integrates Marketing with Mobile Technology