

DIGITAL MARKETING CHECKLIST

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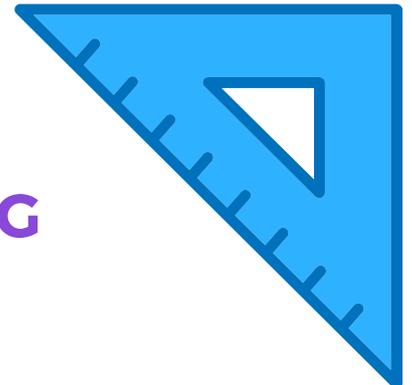
HOUSEKEEPING AND PREP

1. Get prepared. It will save time and effort later.

For example, a digital agency will often need **access** to:

- Login details** (passwords) or **permissions granted** to analytics accounts, social media accounts, email campaign managers etc.
- Previous reports**, research and data if available
- Website CMS access** or direct FTP access to the website if no 'content management system'
- Core Brand and Creative assets:** high resolution images and logos, corporate style guides etc.
- Digital copies** of current promotional material if any
- Case studies** and **testimonials** (if you don't have these yet, start getting some)

2. Nominate one key stakeholder



B

YOUR CURRENT MARKETING STRATEGY

Take stock of your current strategy:

3. Which providers do you already work with and how will they work together moving forward? (will there be any conflict of services?)

4. What other domain names / apps / online assets do you own and how are these related to each other?

5. If considering SEO... Has any previous SEO work been done on the website(s)? Is there any risk that dodgy techniques were used or could your website be penalised?

6. What is your current marketing mix and spend? What's working and what isn't? How are things connected?

Radio, TV, Print, Directory, Website, Adwords, SEO, Social Media, Direct Mail, Other?

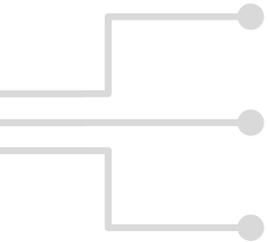


BE CLEAR ON YOUR GOALS

Before you get to the 'marketing' part, it's essential to be clear on the basics.

7. List 3-5 primary goals of your digital marketing efforts.

Be specific. Don't just list 'more sales'. They should also be measurable, agreed upon and achievable (especially if working with a digital agency), realistic, relevant and time-based where possible (SMART).



8. Define what success looks like - what metrics do you plan to track and use to gauge success?

9. In what time frame do you hope to see these results?

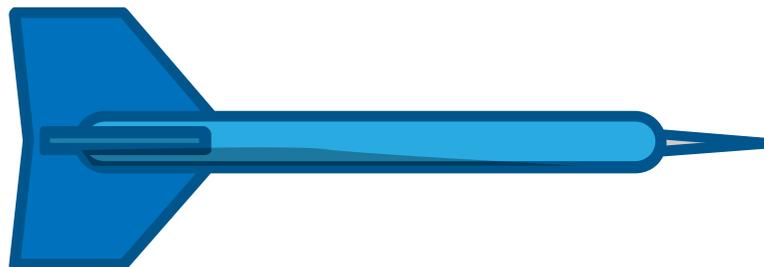
10. Which conversion goals do you want people to take?

11. How much is a good conversion worth to you? Consider one-off sales and also the lifetime value 'LTV' of a customer.

Some example goals:

Increased sales of product A by 10%
% More online quote enquiries
Improved referral ratio 2:1
% Increased repeat website visitors or purchases
% Increase in mobile app installs

- % Increase in newsletter subscriptions
- % Improved conversion rate from paid search
- % Improved engagement on social media
- % More downloads of your catalogue PDF
- % More organic traffic to your website





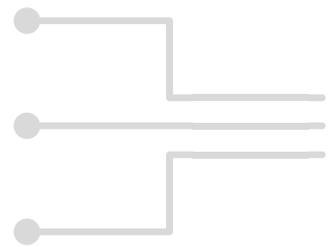
YOUR COMPANY

Be consistent in how your company is represented online:

12. Ensure your NAP ('Name', 'Address', 'Phone') and Industry details are consistently formatted, complete and clear on all online portals.

13. What's your grand vision / story / purpose? Why does your organisation exist?
Don't underestimate the importance of starting with the 'WHY' of your organisation.

14. What are your Unique Value Propositions (or 'Unique Selling Propositions')?
What are the main benefits of your products or services that are unique to your business?
List at least 2-3 and be as specific as possible - not just 'great quality'.



15. Is your business (or products) seasonal?
Are sales heavily influenced by the time/season of year or during specific holidays?

16. What is your main business model? How does your business work?
For example: Online / offline sales? Retail or wholesale? Physical purchase or mail order?

17. How many staff do you have?
What skills or qualifications do they have that are worth highlighting?

18. What memberships or associations is your business part of?
Give thought to what logos etc. you need to display and also **how you can connect with these groups online.**

19. Opening Hours
As with point 12 - be clear and consistent with these, including your holiday opening hours.





YOUR PRODUCTS & SERVICES

Understand your highest value products and services:

20. Is your website up to date with your current products/services?

Are any of the products listed no longer available?

21. What are your 'hero' products (your most profitable products or services to promote)?

22. How many of these products/services do you sell in a year?

How many would you like to sell?

23. What (according to your customers) makes them choose your products or services?

24. Why do clients come back to you/repeat purchase?



YOUR AUDIENCE

Get to know your audience.

25. In which geographic areas do you operate?

Where could you expand to?

26. Are your current customers your ideal customers?

Why (or why not)?

27. Who do you most want to reach?

28. 'Personas' - What do your most valuable customers look like?

Personas are semi fictional representations of real customers.

** Repeat points 28 a-t for at least 2-3 'ideal customers':

28a. **Age?** (10-20, 20-30, 30-40, 40-50, 50+)

28b. **Income?** (Low, Medium, High, Other)

28c. **Occupation/s?**

28d. **Gender?**

28e. **Where are they located?**

28f. **What's their status?** (Married, Single, Family, Other)

28g. **What are their hobbies and interests?**

28h. **What do they value?** (Lifestyle, Organic, Cost-Savings etc.)

28i. **Which of their problems can be solved** by your business' products or services?

28j. **How will they benefit?**

28k. **What would they value most** in your products or services?

28l. **How do they buy?** (Online, In store)

28m. **What channels do they use** during a purchase decision? (Social Media, Review sites etc.)

28n. **Which devices** are they on the most? (Mobile, Tablet, Desktop etc.)

28o. **When do they buy?** (Time of day/week, seasonally, certain life events)

28p. Are they **loyal/repeat or once-off** customers?

28q. Do they buy **based on cost or other motivators?**

28r. **How often** do they purchase? (Daily, weekly, every 4 years etc.)

28s. **What else are they looking for when they come to your website?**

> **How else can you provide value?** Blog articles, whitepapers, how-to videos, vendor comparisons etc.

28t. **What should be avoided** when communicating with these customers?





YOUR COMPETITORS & INDUSTRY

We're not suggesting you 'copy' your competitors, but you should understand what they are doing and how your audience is used to receiving information in your industry

29. Who are your 3 biggest direct competitors?

30. Which channels do competitors typically use to compete online in your industry?
(Video, SEM, SEO, Social Media, other)

31. What's the size of your industry and your current Vs desired market share?

32. Is your industry price-sensitive? Are there any other specific ways competitors compete in your industry? Seasonal discounting, value-add products, free quotes etc.

33. How are you currently positioned in your industry?
Are there any opportunities or threats?

34. Are there specific words or phrases (or 'industry jargon') people might search for ONLY in your industry?

35. Are there specific promotions you would normally run?
When and how could you run these on digital/online channels? Who would you target? Why?

PUTTING IT INTO ACTION - 'THE MARKETING PART'

Now, what do you do with this information?

Hopefully you've already had a few light bulbs turn on during this process and ideas are flowing!

If not, then engaging with a digital marketing consultant or digital agency can certainly help you kick start things, avoid any costly mistakes and set you in the right direction.

If you still want to give it a try yourself first, here are a few tips:

- The general rule of thumb is to **aim where your audience is**.
- Test. Learn quickly. Repeat what works.
- What works for your business and customers will not be the same as someone else, even if they are in the same location and industry.
- Consider the **whole purchase funnel** (awareness, consideration, decision, post-purchase, retention & advocacy) and **how you can engage with your current customers and future customers to offer value**.

We hope you found value
in this checklist. We wish
you all the best in your
Digital Marketing efforts!

- MACH DIGITAL

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