

Cheat Sheets to Make Marketers' Lives Easier

Digital marketing is a multifaceted beast that evolves and gets more complicated every week. With so many different ways to reach your audience, it's important to stay on top of the latest tactics and trends.

Content Marketing Plan

- ☐ ***Periodic Table of Content Marketing:*** This periodic table is a unique chart highlighting the important terms in content marketing. It covers everything you need to keep an eye on. From content strategy to metrics, it's an all-inclusive index that can help you deliver great content.
- ☐ ***The Ultimate Cheat Sheet for Awesome Marketing Emails:*** Email marketing is a key element of any campaign. From the subject line to the email footer, every section of your email contributes to its overall ability to convert.
- ☐ ***A Detailed Guide to Photo and Image Sizes on Facebook, Twitter, YouTube, and More:*** When it comes to social media, great visuals increase engagement. But this only applies when your pictures are relevant, eye-catching, and of course, optimized. With so many types of images to choose from, it's not easy to keep track of the rules for each network.
- ☐ ***Advanced Content Promotion Marketing:*** Writing content is hard, but promoting it is even harder. With all the distribution tools and channels available to you, it gets tough to keep track of where you've promoted your piece and where you've yet to share it.

Retargeting Cheat Sheet

- ☐ ***This cheat sheet*** simplifies the process of retargeting your customers. It covers the basics to get you started, along with advanced tactics and tips to help you succeed.
- ☐ ***The Ultimate SaaS Metrics Cheat Sheet:*** Chart Mogul created this cheat sheet with every important metric you need to know for your SaaS. What's covered: which ones are important, why they're important, and how they're measured. All condensed into a simple 2-pager.

Local SEO

- ☐ It's a great way to keep track of your local optimization. From on-page SEO to social signals, this list covers every aspect your SEO to manage your process in the easiest way.
- ☐ ***Social Media Marketing:*** Social media is an essential channel for marketers and this info-graphic can help you manage your efforts and make sure you don't miss a beat!

Google Analytics Metrics and Dimensions Cheat Sheet

- ☐ Google analytics can be confusing to a beginner. It can take forever to discover all the data it's tracking without a guide.
- ☐ It helps you understand the metrics and dimensions you need to figure out the various aspects of your customers' interaction with your website.

Site Audit

- ☐ Site audits can be intimidating, but Annie Cushing (aka Annielytics) makes it easy with her site audit checklist. It's in the

form of a Google Spreadsheet, so you can quickly make a copy and start tracking things yourself.



It becomes a lot less daunting to check track your work one section at a time. The sheet includes the initial data pulls, architecture, analytics, e-commerce, and pretty much everything you need to make your audit better.

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