Digital Marketing-The Ultimate Guide

Our Digital Marketing Checklist walks you through the the same proven 7 step process that our digital marketing consultants use.

Segmentation | Personas | Value Proposition | Brand

- [ ] Developing a strong value proposition requires you to make a decision. Which segments of the market can deliver unique value to.
- [ ] Creating a persona or model of your ideal buyer including pain points, behaviors, and emotions is a vital step in the process.
- [ ] Take a look at your brand from your ideal buyer's perspective. Good design helps build trust. A good brand story helps create an emotional connection with your prospect.

Search Optimization | Usability | Conversion

- [ ] Building traffic through search is a long-term process and vital to a digital marketing strategy. Getting the organic search part right results to visitors to your site that fit your best customer profile.
- [ ] The key is to publish content focused on solving the most important problems of these ideal prospects. You then need to optimize your content to rank for the terms that your prospects are searching with to find answers these questions. You need to outrank the current search results to gain meaningful traffic.
- [ ] To research keywords, look for terms with sufficient traffic, relatively low competition, and the right intent depending on your objective. Read this post to learn about keyword intent.
- [ ] ***On page optimization:*** On page optimization means making sure that you have properly structured your web page or post so that search engines identify your content as relevant to the target keyword.
- [ ] ***Off page optimization:*** Off page optimization focuses on linking building so that search engines recognize that your content is important and relevant to the keyword. Here's an excellent guide to off page SEO optimization.

Content Curation + Creation

- [ ] Blogs allow you to target topics that your ideal customers are interested in. In addition to organic traffic, this content also powers your marketing system including email and social. A blog post can also be changed to visual formats (repurposed) for channels like Slideshare or Pinterest.
- [ ] Curation allows you to create value for your audience as well as create relationships with influencers by sharing other people's content.

Email Marketing | Relationship Management

- [ ] The power of email marketing is often not recognized. One study found that email marketing generates a return of 4,300%. This means great results for not a lot of effort. Email marketing needs to be part of every digital marketing strategy.
- [ ] Testing small changes to your email such as subject lines and calls-to-action (CTAs) in the email can make a big difference.

Social Media Marketing

- [ ] Social media marketing is receiving too much attention, but it is a necessary element to your marketing mix. Social channels allow you to reinforce key themes and amplify your content in interesting ways. It also provides another way to build your community.

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