

Digital Marketing 101

How to use the internet to market your products or services.



- ☐ Web Development and Web Design work together to make a website function in a way that serves the needs Of the user and the goals of the website owner.

WEB DEVELOPMENT & DESIGN

- ☐ The goal is to engage website visitors and lead them to purchase or subscribe.

SEO

- ☐ SEO (search engine optimization) is the use of techniques and tools that help website content get discovered by search engines and served in search results.
- ☐ The goal is to deliver traffic to a website Via organic search engine results.

CONTENT MARKETING

- ☐ The use of web pages, blog articles, videos, eBooks, etc. to attract website visitors through helpful and engaging content that answers their questions and provides value.
- ☐ The goal is to create, publish, and promote content that attracts buyers and is optimized for search engines.

SOCIAL MEDIA

- ☐ The use of social networking sites to share content and build a community of followers.

- ☐ The goal is to drive leads to your website using engaging content, including images, written posts, and Video While building a community of followers and customers.

PPC & SOCIAL ADVERTISING

- ☐ Pay-per-click is a method of advertising by displaying ads in search engine results. Social advertising is the display of ads on social media platforms.
- ☐ The goal is to drive leads to your website by placing ads in front Of targeted search engine and social media users.

LEAD GENERATION

- ☐ The use of SEO social media, and/or advertising to attract visitors to a form on your website or landing page where they will sign up for an offer in exchange for their contact information.
- ☐ The goal is to attract targeted leads your website so that you may build a relationship with them which will result in sales.

EMAIL MARKETING

- ☐ Building a relationship with leads by providing value and extending your content beyond what they can find on your website, using email marketing.
- ☐ The goal is to build a relationship with your audience and potential customers and lead them further down your sales funnel toward a purchase.

ANALYTICS

- ☐ The use of metrics and data to determine whether or not your digital marketing efforts are successful in meeting goals.
- ☐ The goal is to make informed decisions about your digital marketing strategy and your strategy as you learn more about your website users and target audience.

Make and Share Free Checklists

checkli.com