



D I G I T A L

MARKETING STRATEGY CHECKLIST

8 Simple Steps to Developing Your
Comprehensive Marketing Strategy



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Setting Up a Digital Marketing Strategy

Your digital strategy will have various channels, all of which need managing, but don't create an environment of overwhelm. Use this checklists to help guide you in developing a manageable digital marketing strategy that includes a tactical and measurable approach with built-in performance improvement processes.

1 Set Marketing and Sales Goals

Goals are great -- they help us prove how effective we are, keep us focused, and push us to be better. The thing is, though, goals are totally useless if they're not grounded in reality. That's why it's critical to set SMART goals. (You're about to find out that SMART is an acronym, but your goals should still, indeed, be "smart.") Here's what we mean by setting a SMART goal:



Specific -- Do set real numbers with real deadlines. Don't say, "I want more visitors."

Measurable -- Do make sure that you can track your goal. Don't hide behind buzzwords like "brand engagement" or "social influence."

Attainable -- Do work toward a goal that is challenging but possible. Don't try to take over the world in one night.

Realistic -- Do be honest with yourself, because you know what you and your team are capable of. Don't forget any hurdles you may have to overcome.

Time-bound -- Do give yourself a deadline. Don't keep pushing towards a goal you might hit "some day."

Alright, now that we've got that little best practice out of the way, on to the rest of the checklist.



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2 Assign Digital Marketing Responsibilities and Accountability

The next key point of digital marketing process is to establish accountability in the workflow. When everyone is aware of their role in the process and the tasks they are responsible for, it's easier to track progress.



Website Manager:

Phone:

Email:

Traffic Manager (SEO/PPC):

Phone:

Email:

Social Media Manager:

Phone:

Email:

Content Developer (Website/Emails):

Phone:

Email:

3 Ensure Every Webpage Includes Analytics Tracking Code

Google Analytics is a system designed by Google that tracks metrics or statistics of a particular website. By adding Google Analytics to your website, you can track the amount of visitors to your website, the names of search engines or other websites that referred visitors to your website and more. Adding Google Analytics to your website may be useful if you want to increase traffic and improve conversion rates, among other metrics.



Login Info:

Username:

Pw:

Default URL:

http://www.

Tracking ID:

UA-

Responsible Party:

Name:

Ph:

Email:



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Determine Your KPIs (Key Performance Indicators)

Key performance indicators measure the quality of an organization's performance and assist in developing performance goals and strategies. Identify the results you expect. In order to measure your organization's performance with key performance indicators, you first need to know what the goals actually are. It is, after all, difficult to establish rate of success without an expectation for success. Establish clear goals that reflect various areas of the company: asset management, revenue and profit, spending, safety and so forth. Key performance indicators are not limited to income; focus on a variety of areas. Review the company's business goals, and apply these to the desired results.



Top 5 Key Performance Goals this Year:

Goal 1: Accomplished

Goal 2: Accomplished

Goal 3: Accomplished

Goal 4: Accomplished

Goal 5: Accomplished



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Develop and Use a System for Tracking and Measuring KPIs

When putting your measurement program in place, start by deciding on how frequently you'll collect your data. A good schedule to start with is measuring marketing effectiveness on a monthly basis — we've found that this has worked well for CMI (though we may watch some metrics weekly just to make sure monthly goals stay on track — especially for metrics we can modify quickly).



Then, you will want to create a spreadsheet that documents and tracks the following:

- 1. Your marketing goals.** If you have several, it may help to put them in order of priority. (By this point, you should have agreed on goals with your management team; but if you haven't, now is the time to get on the same page.)
- 2. The key performance indicators (KPIs)** you'll use to measure marketing effectiveness of your content.
- 3. Your plan for gathering this performance information.**
- 4. Who will be responsible for collecting and reporting this data.**

Here is a simple spreadsheet you can use based on our experience at CMI. If your metrics spreadsheet is something that you plan to share with others across your enterprise (which we highly recommend), consider using Google spreadsheets or another shared platform so everyone can view and make changes, when necessary.

Company Name														
Monthly KPI Tracker														
		Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	GOAL
Goal #1														
PERSON WHO IS RESPONSIBLE FOR COLLECTING	Specific metric for measuring this													
	Specific metric for measuring this													
Goal #2														
PERSON WHO IS RESPONSIBLE FOR COLLECTING	Specific metric for measuring this													
	Specific metric for measuring this													



6

Create Customer Personas Using Analytics and Employee Input

A persona is a snapshot of your ideal customer that tells a story using demographic, personal, and professional information. This 'story' provides critical context for understanding, finding, engaging, and retaining your ideal customers.



7

Identify Customer Pain Points and How They Search for Solutions

It's not easy to find the right people who want and need your products. But if you can nail down and identify your customer's pain points, you can reach out to and attract the core group of people who crave what you're selling — the people who need your products and services in their lives, because your products solve a problem that's been nagging them for so long.



List Your Customer Pain Points & Solutions in the Boxes Below:

<h1>PAIN</h1>	<h1>SOLUTIONS</h1>
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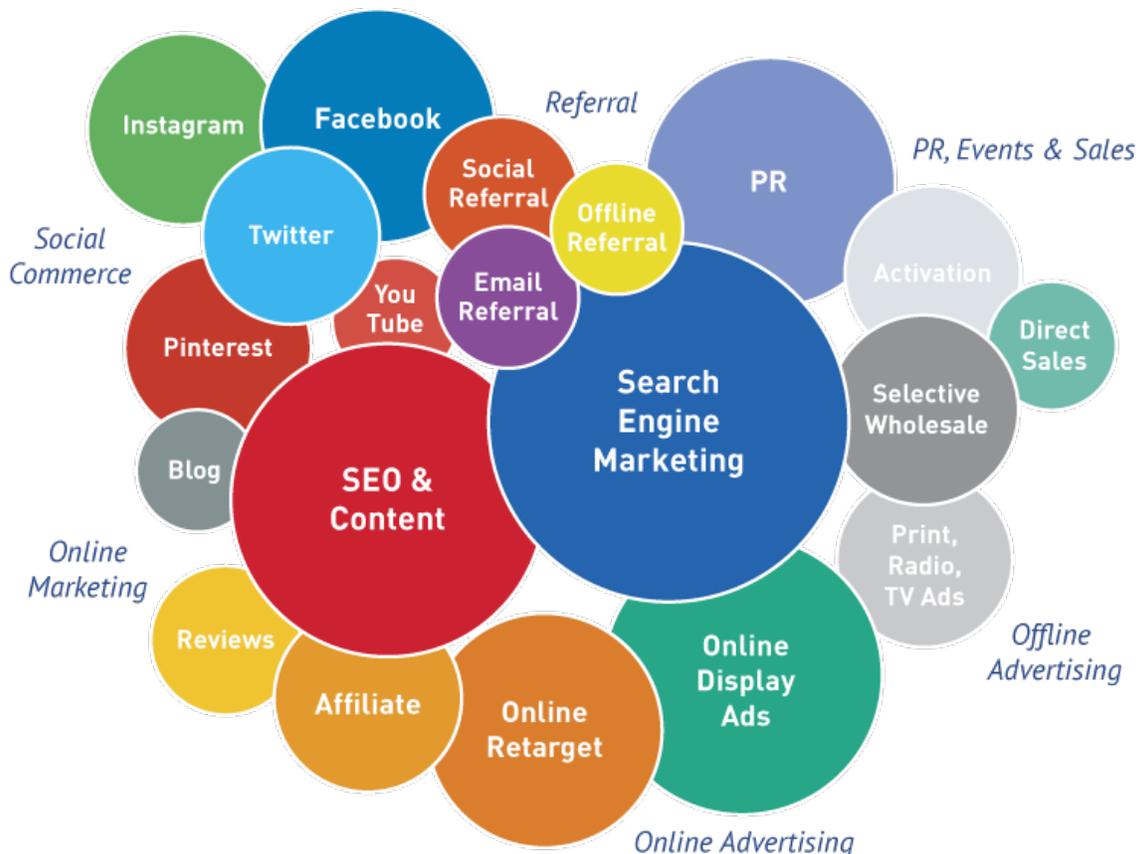
8 Identify Most Effective Channels for Reaching Ideal Customers

One of the biggest challenges marketers face is getting word out to the people who are most likely to become our customers. In fact, the whole goal of all marketing is to “get the right message to the right person at the right time.” As marketers we also make sure we can do this at the best price possible.

Start by thinking about how your target audience gets information. What channels do they use? Television? Radio? Newspapers? Webpages? Online search campaigns?

You want to make sure that when your target consumers are learning about the world around them that your messages are part of that information stream.

Use the diagram below to get ideas on more places you can reach your ideal customers:





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Conclusion

Investing in, and committing to a holistic small business digital marketing approach is the fast track to taking advantage of ever expanding and affordable online marketing opportunities. Use this small business digital marketing checklist to develop a winning strategy or as a review to ensure the right online activities are in place to grow and promote your online presence.

If you would like help in any of these areas, please don't hesitate to contact us:

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