

Deuro.net Digital Marketing Checklist

The in-house marketer's guide to reaching a larger audience and converting them into customers

Whether you're the sole digital marketing professional at your organization or part of an internal team, knowing where to invest your time and energy to get the best results can be a major challenge. With so many channels to choose from and so many strategies and tactics to employ within each, simply getting your bearings within the digital marketing world can be a massive task.

To help you understand which channels and marketing activities you should be investing in, we've compiled the following checklist. Use this to compare against your current activities and identify gaps you need to fill.

Depending on your work bandwidth, completing everything on this list might be simply unfeasible. If that's the case, check out our follow-up resources toward the bottom to learn how outsourcing to an agency can augment your internal team's efforts, and what to prepare when sitting down to talk strategy with a marketing partner.

Before you begin...

This PDF is a functional checklist, so feel free to check off the key tasks you've got covered already.

The digital marketing must-haves

1. Revisit and refine the basics

Before going any further, in-house marketers need to have a firm understanding of their business, the market it's a part of, and how it stands out to provide its clients or customers value.

- Define your core offering in detail.**
- Establish or enhance your unique selling proposition (USP).**
- Define, in detail, why your customers should buy from you instead of your competitors.**
- Describe the value you provide to your customers. Surveying your existing customers is typically the best way to do this accurately.**
- Draw out a well-defined marketing funnel from which you can orient your current and future marketing activities.**

2. Understand your market and digital marketing opportunities

After clearly defining the basics, drill into your market to uncover specific marketing opportunities. A lot of the heavy lifting here can be done through even basic market analysis.

- Describe your ideal clients or customers. These are known as “buyer personas.”**
- Determine where your customers learn about or shop for the products or services you offer. More specifically, identify how and where your customers go looking for solutions to their problems. If you're interested in extending this exercise beyond the lowest part of the funnel, it's also best to identify how and where your customers go looking when they're experiencing symptoms of a problem your product or service solves.**
- Identify the core keyword topics your audience searches for when looking to better understand its problems and find solutions to them.**
- Use keyword research tools to determine which individual keywords garner the most searches, and which keywords you should attempt to rank for in search results based on search volume and competition.**
- Identify competitors who are currently ranking for important keywords and where content gaps exist that you can immediately take advantage of through content marketing.**

3. Transform your website into a marketing and lead generation tool

Marketers should think of their company's website as a full-time machine for business growth. Sites that don't offer what prospects want, or make it difficult to find information or take action, only serve to lose sales opportunities you may have never known were possible. Here are the essential steps you need to take to ensure your prospects are given every opportunity to find what they came for and enter the funnel you've laid out for them.

- Be short, clear, and direct in conveying who you are, what you do, and how you solve problems. If a visitor can't learn this much in five seconds, your website isn't as effective as it can be.**
- Design your website to be simple, functional, and easy to navigate on any device. It needs to meet your customers' needs in order to meet your own.**
- Use design and copy to accurately represent your company as a problem-solver rather than a chest-beater.**
- Use a content management system (CMS) to organize your website content and track visitor and lead behavior.**
- Employ designs focused on conversion. Almost everything on your website should naturally flow to a conversion point.**
- Give visitors every opportunity to contact you. This can be done through well-placed forms, prompts, and chat tools.**
- Strengthen your messaging with third party validation. This includes testimonials, case studies, certifications, etc.**
- Make sure your site is mobile friendly.**
- Check your log files to make sure they're prepared for GoogleBot mobile to crawl it.**
- Make sure all your best content can be delivered across any device.**
- Consider implementing mobile-first tech like Google AMP.**

4. Optimize your website and digital content assets for search visibility

Good website structure and site health are important to being found by those who use search engines to go looking for solutions to the problems you solve. Poor website structure and/or shady search engine optimization (SEO) tactics (or a lack of SEO at all) can push your pages into obscurity or penalize your entire site. In general, websites that garner no search traffic can be more difficult for prospective customers to find, and hamper lead generation efforts.

- Get a functional understanding of current SEO principles and incorporate them into your website.**
- Make sure your website adheres to Google Webmaster Guidelines.**
- Avoid dated or undue SEO practices, such as stuffing your pages with keywords.**
- Optimize your site load time to be as fast as possible.**
- Secure your website with an SSL certificate.**
- Create a strategic internal linking structure.**
- Clean up broken links and redirect chains.**

5. Start publishing and promoting great content

Up until now, if we'd been building a house, we'd have the walls up, the plumbing and electrical in, and the windows sealed. Now it's time to paint it, furnish it, and make it inviting. That's the content component of digital marketing. Typically, content marketing starts with a blog, which is then expanded and enhanced by integrating premium downloadable content that sits behind a form to drive conversions, as well as pillar content (longform information on a topic directly on your website), videos, emails, social media, and other communication-based activities.

- Develop a content strategy and flesh out plans for content marketing campaigns consisting of blog posts, pillar pages, emails, social posts, videos, ad promotion, etc.**
- Optimize everything you create for search visibility, including descriptive, keyword-sensitive title tags, headers, subheaders, and meta descriptions.**
- Identify subject matter experts within your organization and interview them to create compelling, original content pieces.**
- Monitor trending industry topics and highly-shared articles to influence your content strategy.**
- Write genuinely compelling content for humans, not search engines.**
- Tell your company's story to connect on a human level with visitors and prospects.**
- Shed stock images for original design work that follows current design trends.**
- Make answers to common questions clear and easy to find.**
- Create a publishing calendar to add relevant, quality content to your site on a regular basis.**
- Consider purchasing professional video editing software using low-cost resources or outsourcing video production project(s).**
- Determine where video would serve as the best content format for you.**
- Include key phrases and tags in the title and descriptions.**
- Add captions for accessibility and those watching with the sound off.**
- Include a link to a website with your product or services at the end of your video.**
- Promote your products by including a link to your product within the title and description.**
- Promote affiliate products by creating how-to videos or review videos of the affiliate product and sending viewers to the sales page with your affiliate link.**
- Use videos to drive traffic to your landing pages by including a call-to-action in your video.**

6. Promote & distribute your content

No matter how great your content is, you need to actively promote and distribute it to have it seen. This is only getting harder as brands compete to capture their audience's limited attention.

- Establish a consistent presence on all relevant social media platforms where your customers spend their time.**
- On each social channel, learn the best practices, characteristics, and norms—and then consider ways to improve upon them**
- Create and share content to maximize your chances of gaining backlinks from high-authority websites.**
- Use search and social advertising to accelerate inbound content marketing efforts and put your content directly in front of your core audience.**
- Use segmented email marketing to deliver the right content to the right people at the right time.**

7. Track and improve

Web analytics is the science of digital marketing and provides immensely valuable information about who is visiting your website, where they're going, and what they're doing there. It covers everything from traffic sources, mobile usage, geographic data, conversion tracking, and more information you'll likely never even use. Although analytics are complex, there are some vital elements every marketer should understand.

- Install Google Analytics on your website and familiarize yourself on using it and interpreting its data.**
- Set up analytics filters to exclude internal traffic, bots, and traffic from other unwanted sources from your reports.**
- Identify trackable goals that contribute to broader marketing and business goals and create a plan to report on them regularly.**
- Set up goal and event tracking in Google Analytics to be able to track those goals.**
- Implement ecommerce tracking if necessary.**
- Use these tools to identify your top-converting traffic sources in order to double down on them.**
- Optimize the most-visited pages on your site to maximize user experience and conversion rates.**

8. Invest in smarter advertising

Sophisticated digital advertising looks quite different than its print and television predecessors, specifically in the areas of targeting and reporting. Rather than massive ad campaigns aimed at tens of thousands or millions of people, marketers can spend reasonable amounts of money to test a new offer with a narrowly-targeted audience all while measuring their costs against the return. Social advertising has become a way to hit fast-forward on traditionally slower inbound marketing efforts, even for B2B companies.

- Consider advertising on search engines (PPC or SEM) using Google Ads. This can be particularly useful when it seems unlikely to overcome the competition for certain keywords organically.**
- If geography plays a role in customer purchasing, target PPC ads by location to hone in on certain audiences.**
- Try remarketing and/or retargeting ads to target those who've visited your website and left without converting.**
- Identify your target cost per click, cost per lead, and cost per sale and measure your results against these targets.**
- Expand your advertising into the social media space to accelerate top-of-funnel traffic among a targeted audience. In our experience, Facebook tends to work better for B2C companies, and LinkedIn tends to work better for B2B companies.**

9. Optimize everything for user experience and conversion

Once you have everything in place, and a consistent flow of content marketing campaigns, it's important to routinely optimize all of your digital assets to further improve your marketing results by striking the perfect balance between optimal user experience and conversion.

- Compare your conversion points to your marketing funnel to verify alignment.**
- Periodically review site design so it incorporates marketing funnel-driven calls-to-action for goals.**
- Periodically review low-converting pages to determine whether a higher-funnel and/or more relevant call-to-action should be used.**
- Make sure there is a primary call-to-action on every page of your website.**
- Use skillful copywriting to create a sense of subtle urgency where appropriate.**
- Use A/B testing to improve conversion rates on key pages.**

On July 1st, 2019, Google began to use the mobile version of new or previously unknown websites as the primary source of information for search result ranking and indexing.

This means that if your website was published on or after this date, the mobile version probably is having an impact on your ability to get found in search results. Plus, there's a good chance that at least some of your prospects are landing on the mobile version of your site. If it's not complete, up-to-date, and easy to use, it could be making a poor impression, leading to lost opportunities.

Showing up in search result features

More and more, people are finding what they're looking for without having to leave Google. This is because of native Google search results like local business map listings and special results that display information directly in Google Search.

Key Tasks:

- If you're an eligible local business, claim and optimize your Google Business Profile.**
- Set up your site in Google Search Console.**
- Learn about structured data and what types your web pages are eligible for.**
- Test structured data with the official tools.**
- Check Google Search Console to see if special results are appearing.**

Smarter account-based marketing (ABM)

ABM precision-targets marketing efforts toward the decision-makers within ideal client companies rather than making a sweeping effort towards an entire company or broader industry. With a variety of tools that give marketers the intelligence and outreach capabilities to conduct hyper-focused campaigns like this, ABM makes marketing budgets go further by devoting more resources toward a smaller list of ideal accounts with messages, content, and offers created specifically for them.

Key Tasks:

- Assemble an ABM team across marketing and sales.**
- Define your ABM goals and strategy.**
- Select the appropriate ABM technology.**
- Work with sales representatives to prioritize target accounts.**
- Select your channels and craft your messaging.**
- Execute ABM campaigns and begin sales outreach.**

**That should be enough to keep
you busy this year (and beyond)!**

**If this list looks daunting, we'd *love* to help
tackle it with you.**

**Contact us today to talk about how we can
augment and scale your digital marketing
efforts.**

**Visit deuro.net to get started *or*
call us at [1-888-864-2572](tel:1-888-864-2572) anytime
and say hello!**