
DIGITAL MARKETING CHECKLIST

1. SET UP YOUR “OWNED” SPACE – A WEBSITE & BLOG

- Secure a Domain and a Hosting plan for your website.
- Create a Website - *We recommend a self-hosted WordPress site.*
- Set up a Blog (or a “resource hub” of videos or a podcast if your target audience responds to them better than written posts).

2. SOCIAL MEDIA: FOCUS ON 1-2 MAJOR PLATFORMS INITIALLY

- For most businesses, a Facebook Page has become the standard extension of your website and it's the social platform with the biggest audience, *by far.*
- Pick one other site that your target audience uses. Do your research if you don't already know what site they use most.

3. PLAN AND SCHEDULE CONTENT

- What kind of content will you create and share with your target audience? If you don't know where to start, then outline the problem(s) your product/service solves, and create content related to those solutions.
- What type of content generates the most engagement from your audience: blog posts, videos, podcasts? If you haven't created any content yet, then ask current clients or prospective clients, and experiment with several types of content to find the best for your digital strategy.
- How often will you be creating new content, posting content to social media sites, and finding/sharing other people's content? A long-term plan and a detailed content calendar will help keep all of this organized.

4. CHOOSE TOOLS & SYSTEMS FOR SOCIAL MEDIA MANAGEMENT

Use tools and systems to:

- Create content and Curate content (*curate in this context means to find and share other people's content*)
- Post content consistently – including real-time posting and scheduling content
- Monitor your social sites and industry/competitor/influencer sites
- Respond to your community (messages, comments, reviews, etc.)
- Track and measure your digital marketing (based on the goals you've defined)

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5. SET UP AN EMAIL MARKETING SYSTEM

- Consistently connect with your most interested prospects, and build a long-term relationship with them through regular emails.
- Offer an incentive for people to share their email with you: a free report or video series, a low-cost product/service, etc.

6. INVEST IN SEO (SEARCH ENGINE OPTIMIZATION)

- Use a WordPress plugin like Yoast SEO for your website and blog.
- Invest in basic and on-going SEO services to help your site show up in search results.

7. INCLUDE PAID ADVERTISING IN YOUR BUDGET

- Know that social advertising is a “must” not a “maybe”.
- Set aside some of your marketing budget for online advertising, whether it’s Facebook Ads, Pinterest promoted Pins, Instagram Ads or Google Adwords.

8. SET UP A SYSTEM TO MEASURE ONLINE EFFORTS

- Set up a system to track, measure, test, and adjust your strategies to get the desired ROI (return on investment).
- Determine how often you will be analyzing digital marketing efforts, and how to keep up with this data.

Your system can be an Excel spreadsheet or a paid dashboard/tool, but it is important to put something in place that will help you determine what is working, what’s not working, and where to spend more time/money going forward.

Need additional resources or help with your Digital Marketing Strategy? We offer free resources and a consultation to help you determine your next, best steps.

Email us at: service@LeagueComputers.com to learn more!