

Digital Marketing Checklist

Here is a simple Checklist to help you determine if you need to work on your Digital Marketing. If you have any items that are NOT checked off, it's time to put some effort into these items and make sure your company is visible to current and prospective customers.

Brand Awareness: Can Customers Find You?

- ☐ **Branding:** Do you have a Logo, Business Cards, Brochure?
- ☐ **USP (Unique Value Proposition):** What do you offer that no one else can?
- ☐ **Website:** Is your site modern, responsive and easy to navigate?
- ☐ **Google Listing:** Make sure your business name shows up on a Google Search.

Social Media: Communicate Your Vision

- ☐ **Channels:** Have you chosen the right Social Media channels for your business?
- ☐ **Branding:** Use the correct images, colors and information for your brand.
- ☐ **Content Calendar:** Do you know when and what to post?

Email: Serve Before you Sell

- ☐ **Welcome:** Make sure New Subscribers feel welcomed.
- ☐ **Sign-Up Page:** Offer something to people who sign-up.
- ☐ **Subject:** Make sure your subject line is interesting.
- ☐ **Add Value:** Share your knowledge and expertise.

Content Marketing: Provide Useful Information

- ☐ **How to articles**
- ☐ **Guides & Checklists**
- ☐ **Tutorials**
- ☐ **Video**

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