

Basics of Digital Marketing

Checklist

Social Media

- **Content Creation and Strategy**

Planning, creating, and managing social media posts that engage your target audience is the process. When creating content, focus on creating diverse content (photos, videos, text) that resonates with your audience, aligns with your business goals, and is scheduled in advance using a content calendar.

- Define your target audience:**

Tailor your content and messaging to attract this specific group.

- Age**
- Interests**
- Location**
- Behaviour**

- Choose platforms:**

Select social media platforms (Instagram, Facebook, LinkedIn, etc.) where your audience is most active. Focus your efforts on platforms that will most impact your business.

- Instagram:** Visual (images, graphics, short video format, consistency in posting)
- Facebook:** Community Engagement/visual (images, graphics, engaging in groups, pages, profiling community efforts.)
- TikTok:** Visual (storytelling, Short Video Format)
- LinkedIn:** B2B (business sharing insights and business information, developments in your industry, changes in business models)
- Twitter:** B2B (Similar to LI, some posts are more angled toward politics or opinions.)
- Other:** Pinterest, Discord, Twitch, YouTube

- Set goals:**

Define measurable objectives, such as increasing engagement or building your brand awareness. Align your content strategy to achieve these specific goals.

- Brand Awareness:** Building your brand, featuring products or services, driving traffic to your website to boost sales
OR

- Engagement:** Enhancing customer relationships, encouraging interaction through comments and shares, and fostering community engagement to build brand loyalty
 - Create a content calendar:** Plan weekly posts
 - Posts [single images/graphics, carousels] (1-2 times per week)
 - Reels (1-2 times per week)
 - Stories (2-3 times per week)
 - Use relevant hashtags:**
 - Research trending hashtags for your niche and specific to your post
 - Use roughly 3-5 per post
 - Engage with followers:**
 - Respond to comments and messages
 - Analyze post-performance:**
 - Use platform analytics to see what works
 - Engagement: Reach, Impressions, Follows
 - Interactions: Likes, comments, shares
 - Compare results between all posts
 - **Basics of Meta Business Suite**

Set up Meta Business Suite to streamline social media management for Facebook and Instagram. Schedule posts, analyze performance, and engage with your audience from one dashboard to enhance your online presence and optimize marketing strategies.

 - Set up your account:**
 - Link your Facebook Business Page and Instagram account.
 - Schedule posts:**
 - Use the scheduler to plan posts in advance
 - Manage messages:**
 - Respond to messages from both platforms in one inbox
 - Set up automation for FAQ, away times, etc.
 - Analyze insights:**
 - Check your post reach, engagement, and audience demographics.
 - Create ads:**

Use Facebook Ads to target specific audiences. Create engaging ads in the ad manager and track performance to optimize for better results.

 - Press the 'Create Ad' Button and follow the steps
 - Monitor Analytics for Ads
-

Websites

- **Basics of SEO**

Identify relevant keywords for your audience and integrate them into your website's content. Optimize on-page elements like titles and meta descriptions to boost visibility and drive organic traffic.

- Keyword research:**
 - Use tools like *Google Keyword Planner* to find keywords.
- Optimize on-page content:** Include keywords in
 - Titles
 - Headers
 - Body Content
- Meta tags:** Add relevant meta descriptions and title tags to your pages.
- Internal linking:** Link to other pages on your site.
- Mobile optimization:** Ensure your site is responsive on all devices.

- **Backlinks**

Develop a backlink strategy by creating high-quality, shareable content that attracts links from reputable industry websites. This will boost your site's authority, improve search rankings, and increase referral traffic.

- Guest blogging:** Write articles for other websites and include a link to your site.
- Directory listings:** Submit your business to online directories.
- Create shareable content:** Infographics, videos, and blogs others want to link to.

- **Basics of Web Design**

Create a user-friendly website with easy navigation and a visually appealing design that maintains consistent branding. This will enhance the user experience and encourage exploration.

- Choose a simple, clean layout:** Easy-to-navigate menus and readable fonts.
 - Mobile optimization:** Ensure your site looks good on all devices.
 - Fast loading time:** Compress images and avoid too many plugins.
 - Consistent branding:** Use the same colours, fonts, and logos throughout the site.
 - Clear call-to-actions:** Make buttons like "Buy Now" or "Contact Us" easy to see.
-

Google

- **Basics of Google My Business**

Optimize your Google My Business profile for local visibility. Keep info accurate, add photos, encourage reviews, and update regularly to attract customers and improve rankings.

- Create/claim your business listing:** Enter accurate business information.
- Add photos and videos:** Showcase your services and location.
- Ask for reviews:** Send customers a link to leave reviews on your listing.
- Respond to reviews:** Thank positive reviewers and resolve negative ones.
- Post updates:** Share business news, offers, or events.

- **Basics of Google Analytics**

Add the Google Analytics code to track visitors and traffic. Review insights regularly to optimize performance and boost conversions.

- Install Google Analytics code:** Add the tracking code to your website.
- Track visitors:** See how many users visit your site, as well as your location and behaviour.
- Measure traffic sources:** Identify if visitors come from search engines, social media, or other websites.
- Set goals:** Track specific actions like form submissions or purchases.
- Review site performance:** Check bounce rates, page time, and conversion rates.

- **Basics of Google Ads**

Set up Google Ads, choose a campaign, set a budget, target your audience, and create ads. Monitor performance to boost conversions..

- Choose a campaign type:** Based on your goals, you can select from search, display, video, or shopping ads.
 - Set a budget:** Define daily or total spending limits for your campaign.
 - Target your audience:** Use keywords, location, demographics, and interests to reach the right audience.
 - Create compelling ads:** Write engaging headlines and descriptions with clear calls to action.
 - Track conversions:** Monitor key actions like clicks, sign-ups, or purchases to measure ad success.
 - Analyze performance:** Refine your ads using metrics like click-through rate (CTR) and cost-per-click (CPC).
-

Email Marketing

Choose an email marketing platform that aligns with your business needs. Many web-building platforms offer built-in systems, apps, plug-ins, and integrations. These tools simplify creating, sending, and tracking campaigns, allowing you to manage email marketing directly from your website. By leveraging these features, you can enhance your marketing efforts and ensure seamless communication with your audience.

- **Using Templates**

Streamline your email marketing with customizable templates to ensure brand consistency and save time on design.

- Choose a professional template:** Make sure it's mobile-responsive.
- Add your logo and branding:** Ensure brand consistency in your emails.
- Include a clear call to action:** Buttons like “Shop Now” or “Learn More.”

- **Basics of Running Campaigns**

Define your goals and target audience for email campaigns. Segment your list and monitor key metrics like open rates to refine strategies.

- Segment your audience:** Target emails based on location, behavior, or interests.
- Personalize emails:** Use first names in subject lines or greetings.
- Test and analyze:** A/B test subject lines, design, and copy to see what works best.
- Track results:**
 - Check open rates
 - Click-through rates
 - Conversions.

- **Creating Call-to-Actions**

Include clear, compelling call to actions (CTAs) in your emails. Use action-oriented language and make CTAs visually distinct to guide reader engagement.

- Keep it short and clear:** “Sign up now,” “Get started,” or “Learn more.”
 - Use action verbs:** Encourage immediate action.
 - Place it prominently:** Ensure your CTA is visible and accessible to find.
 - Create urgency:** Use phrases like “Limited time offer” to drive quick action.
-