

The ultimate

DIGITAL MARKETING CHECKLIST



Whether your goal is brand recognition or more conversions, these checklists will help you to develop your strategy and reach your digital marketing goals.

**ZAKA
ZUKHA**

DIGITAL MARKETING CHECKLIST	3
CHECKLIST 1 — MARKETING PLANNING	4
CHECKLIST 2 — WEBSITE	5
CHECKLIST 3 — PAID ADVERTISING	6
CHECKLIST 4 — SOCIAL MEDIA	7
CHECKLIST 5 — CONTENT	8
CHECKLIST 6 — SEO	9
CHECKLIST 7 — CHECKLIST RESULTS	10
CONCLUSION	11

DIGITAL MARKETING STRATEGY

Checklist

WHAT IS A DIGITAL MARKETING STRATEGY AND WHY IT IS SO IMPORTANT?

A digital marketing strategy is a plan for establishing an online presence through all the possible channels, such as your website, organic searches, social media or paid ads. The main goal for this type of marketing strategy is to increase awareness about your business and attract new clients to your brand.

A digital marketing strategy can help your business achieve its digital goals via a well-developed and effective marketing campaign for every web-based medium. Without a clear strategy, you could easily underestimate the demand for your digital services. Moreover, it is likely that you won't fully understand the dynamics of the online marketplace, including your customer profiles, client behaviours and competitors.

The Zaka team created this checklist to help you with your digital marketing, but if you need further guidance or advice, don't hesitate to contact us for a complementary consultation.

HOW TO USE THIS CHECKLIST

Believe it or not, checklists are crucial for projects that require sequential steps or a series of tasks —like a strategy. The following checklists break down and simplify complex digital marketing processes to ensure consistency for your brand.

Make sure to adapt this document to your business needs by frequently visiting your checklists with a critical eye, and eventually you'll start kicking your marketing goals.

Complete the checklist by ticking all completed tasks, sum up the total, and check your results.

MARKETING PLANNING

Checklist 1

- My target audience has been defined
- I know what makes my target audience purchase my product/service
- I know where my leads come from
- I track my leads
- My marketing goals have been defined
- I have a marketing plan and budget
- I know what our close rate for sales is
- TOTAL NUMBER OF TICKS**

WEBSITE

Checklist 2

- My website loads properly and navigation works
- My website is user friendly
- My website is well designed, sexy and straightforward
- My website is relevant to prospective clients/customers
- Customers are able to easily contact me through my website
- My website has been SEO optimised
- My website features my social media channels
- TOTAL NUMBER OF TICKS

PAID ADVERTISING

Checklist 3

- I am running ads and they perform well
- I am running ads in platforms relevant to my audience
- I have landing pages on my website for paid ads
- My monthly ad spend is less than \$1000
- Someone is maintaining my ads on a daily (or at least) weekly basis
- I am A/B testing* campaigns regularly
- My website features my social media channels
- TOTAL NUMBER OF TICKS

**A/B testing compares two versions of something to figure out which performs better*

SOCIAL MEDIA

Checklist 4

I am replying to all direct and private messages

I check all comments and react to them

My posts are scheduled for the next day/week

My keywords are monitored and are effective

I use the correct voice and hashtags for my audience

I follow back those who follow me

I interact as much as I can with my social media community

I curate my content to keep it fresh, informative and engaging

TOTAL NUMBER OF TICKS

CONTENT

Checklist 5

- My target audience has been defined
- I know what makes my target audience purchase my product/service
- I know where my leads come from / I track my leads
- I have a page for each product / service category on my website
- I have a page on the website for each location of my business
- My goals have been defined / I have a marketing plan and budget
- I know what our close rate for sales is
- I have enough copy to satisfy search engines and my customers
- Photos and videos on my website are professional—not stock / phone

CONTENT

Checklist 5

Copy on my website is professional and written with SEO in mind

Copy on my website is written on an emotional level to appeal to the target audience ie. not just bragging about how great my company is

TOTAL NUMBER OF TICKS

SEO

Checklist 6

- Photos on my website are optimised for SEO (Search Engine Optimisation)
- Google listing is verified and up to date
- Company's listing on all directories is up-to-date ie. Facebook, Google etc
- Address and phone number on Google matches website and other listings
- There is a keyword strategy in place for my site based on keyword research and site structure
- Each page of my website has a unique meta title and description crafted to match the page content
- TOTAL NUMBER OF TICKS**

ADD YOUR RESULTS

Checklist total

1-15 — looks like you could use some help getting started

16-26 — you have some things rolling but they may feel a little fragmented and you would probably benefit from expanding your efforts

16-34 — you are a marketing rockstar! ... but maybe you could use some help getting better ROI?

CONCLUSION

The purpose of any strategy is to map out the actions you are going to take to achieve your goals over a period of time.

Your digital marketing strategy document is tailored to your business, this is why you should keep updating your checklist template to continue growth.

Feeling overwhelmed or confused after completing this checklist is totally normal as the digital marketing journey can be a lengthy and complex task.

Having a team of experts assisting you in these areas means you can dedicate more time to your clients and your brand/business.

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