

# Digital Advertising Checklist

*Courtesy of Sales + Marketing Ideas Magazine*

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**Digital advertising might represent a fundamental shift in how you market your business but it can be an exciting opportunity, nonetheless. Digital offers more interactive opportunities, an engaged target audience, an opportunity to continue the discussion immediately and measurable results. Before you begin, take a look at this checklist to make sure you are maximizing the opportunity to engage your customers.**

- ✓ **Have you figured out the main objective of your advertising campaign?**
  - Set a clear objective like increasing your email database, directing readers to your social media sites, or getting people to register for an upcoming conference. With the end results in mind, you can tailor the ad and call to action to suit your desired outcome.
- ✓ **Are you planning on simply converting your print ad to digital format?**
  - Stop! An engaging digital ad should look like it came from the same company as its print counterparts, with one prominent message, a visual focal point and digital functionality that includes a call to action.
- ✓ **Are you taking full advantage of the interactive opportunities available in digital?**
  - Digital publications like Sales + Marketing Ideas magazine offer many opportunities to directly connect with readers through video, links to social media, registration pages and much more.
- ✓ **Have you created a unique landing page that supports your objective?**
  - If you are trying to sell copies of your book, why not take visitors directly to a customized e-commerce page that includes a summary of the book, reader reviews and a bulleted list of why this book will make the reader's life better?
- ✓ **If you're linking to a blog, Facebook or Twitter, when was it last updated?**
  - It's a good idea to have a relevant, up-to-date post that coincides with the production date of the publication.
- ✓ **Do you have action items on your landing pages, in your thank you emails and on your referral emails?**
- ✓ **Does the "call to action" in your ad support your objective?**
  - If your objective is to build your email database, why is your call to action asking visitors to buy the latest copy of your book?
- ✓ **How well does your website represent you, your company and the product you are offering?**
  - Does the site load quickly?
  - Is it easy to navigate?
  - Do visitors know who you are and what you do within the first 10 seconds?
  - How do you interact and follow up with your visitors?

Have you called Steve Bunce about digital opportunities in Sales + Marketing Ideas magazine?  
Reach him at 202-266-8690 or [sbunce@nahb.org](mailto:sbunce@nahb.org). For more information go to [www.smimagazine.com](http://www.smimagazine.com).