

Digital Marketing Checklist

for Wedding & Event Professionals, February 2016

Your Brand

Making sure your “stuff” is not only of good quality, but that it represents the same across all of your platforms and websites.

- First, is it Quality?
- Design, Color Palette
- Name, Address, Phone Number (NAP)
- Marketing Scent, ensure it's consistent
 - Tone of Voice
 - Messaging (Content)
 - Imagery
 - Calls to Action

Your Website

The architecture and performance of your website is more important than ever. (Since more and more is being done online). Google now takes these into account (2015)

- Measure Mobile Friendliness
 - <https://www.google.com/webmaster/tools/mobile-friendly/>
- Measure Site Performance
 - <http://ww.WebPageSpeedTest.org>
 - <http://tools.pingdom.com/fpt/>
- Improve Performance
 - Platform (Wordpress, HTML, FLash?*
Flash is DEAD (Discontinued 2016)
 - Hosting (Don't Go Cheap!!)
 - Media (Image Sizes, etc.)
 - Fine Tuning (Techy Stuff)

Pro-Tip: Ensure your hosting is of high-quality. \$7.95/mo GoDaddy plans don't cut it for biz websites. Budget \$20-50/mo for high quality.

Content Marketing

The content on your website is more important than ever – to educate your consumers, display your brand, and build trust so they pick up the phone or hit the “buy” button.

- Setup Blog
- What Are You going to Write?
 - Articles & Resources
 - Event Recaps & Summaries
 - Venues w/ Images
- Get Images at any cost!
 - Take yourself, bug photogog, etc
- Content: They Ask, You Answer
 - Cost
 - Problems
 - Versus
 - Reviews
 - Best

Template Your Content

Being consistent with the right approach is key. One approach is to use the Venue Names. Another is to use your primary Service offering. For examples:

- “La Valencia Wedding”
- “San Diego Wedding Cakes”

Once determined, apply it to all of your content:

- Keyword: “{Venue Name} Wedding”
- URL Structure
- Page or Post Title
- Headings & Subheadings
- Main Content / Body – keyword friendly

- Images – keyword friendly
 - File Names
 - Title
 - Alt Tags
 - Captions

Distribution & Promotion of Content

MORE work goes into the distribution of your content than creating it. Consumers no longer “show up” like they did 2-3-4 years ago. Use your checklist / process to assist in distribution:

- Your Website / Blog
- Social Media Channels
- Email Marketing / Your Lists
- 3rd Party / Referral Sites

Pro-Tip: Do NOT use “automatic” linking/sharing systems. Content is best when posted / shared with a focus on the platform being used. I.e. You may “Tweet” a blog post differently than you would “Post” (Facebook) one.

3rd Party / Referral Websites

The weddings & events industry has a long-standing history of providing good websites to vendors and customers.

- Determine Which Ones
 - Wedding Wire
 - The Knot
 - Yelp
 - Others? _____
- Get them Smelling the Same!! (Marketing Scent, see above)

Pro Tip: Ensure all contact forms work and get to you. (We’ve seen many of them not work and didn’t realize until months after, or longer in some cases. Also, test them every year.

8 Steps to Social Media Marketing

Social Media Marketing while very hot and proven to be very effective, is still relatively “new” in the industry (and for many small businesses).

- Get Top Down Buy-In
- Determine Goals, Objectives & Budget
- Develop a Plan / Determine Platforms
- Setup, Create, Build & Brand your Accounts
- Grow Audience (Paid & Organic)
- Participate! Active / Daily SMM
- Promote! Paid Advertising Options
- Measure, Analyze & Adjust

Social & Digital Marketing Plan

Have a top-level plan of how your digital and social marketing is going to fit into the big picture, and then how to execute it. This can literally be a 2 page bullet point “list”, or a 20 page “guide”.

- Determine Goals (Brand awareness, Increase Engagement, Build Relationships/Build Trust, Generate Leads/Traffic, etc.)
- Define which Channels & Platform (see earlier)
- Define your “voice”
- What Content are you going to share?
- Who are you going to follow & engage w/
- Who is going to manage?
- Publishing strategies. Frequency, Order, etc.

Document & Process Everything

There are so many platforms, websites and social media channels to cover, you MUST get into the habit of using the process religiously.

- Use your Marketing Plan as a guide.
- Do it first, then Document It.
- Refine it as you go (This is hard to do but necessary)
- Content Marketing Process

- Social Media Marketing Process

Recommended Tools:

- Good ole fashion MS Word or Excel
- Google Apps (cloud based collaboration, great for teams)
- Teamwork* - www.teamwork.com
- Asana – www.asana.com

*We've been using Teamwork since 2014.

Social Media Platforms

Recommend to “claim” or “stake” as many as are relevant and “listen” on them, BUT be active on 2 or 3 max. (You will not be able to keep up with any more, unless you have a large staff or separate marketing dept.)

- Determine which ones
 - Facebook
 - Instagram
 - Pinterest
 - Periscope
 - Twitter
 - Others? _____
- Get them Smelling the Same!! (Marketing Scent, see above)
- Learn Each Platform, **Master the Mindset**
- Strategize Your Content (Reference your social & digital marketing plan)
- Be Pro-Active on the platform. Don't just lurk with an occasional “buy me” message.
- Fans? Don't Forget . . . **You NEED to Follow Them.**

Advertise on Social Media

Social is a Pay to Play platform, even if your platform(s) have great organic engagement and reach.

- Determine Budget
- Determine Platforms (Split Budget across?)

- Learn the Basics of Each Platform
- Test The Waters. **Start Simple**
- Simple Boosting Works Best
- Advanced: Setup Targeted Audiences
- Measure, Analyze & Adjust. **Patience is key.**

Measure & Analyze Your Stuff

You must measure and analyze your websites and platforms to determine the effectiveness of your marketing efforts. It can also help determine if certain platforms, ideas or plans are worth the time and money:

- Setup, Learn & Bookmark. Most if not all sites/platforms offer analytics.
 - Website(s)
 - Social Media Platforms
 - 3rd Party / Referral Sites
- How Often to Measure
 - Weekly
 - Monthly
 - Quarterly Measure (recommended)
 - Yearly Adjust (recommended)
- What to Analyze
 - Overview / Default (Top Level Stats)
 - Users, Pageviews, Pages/Session, Session Duration, Bounce Rate
 - Acquisition (Where From, Generally)
 - Referrals (Where From, Specifically)
 - Advertising? (Advanced) Cost, ROI, Goals
- Measure, Analyze & Adjust
- Ditch Account(s)? Shift Focus?
- Rethink Your Audience / Content

Pro-Tip: Setup Tracking Pixels on Website(s) (Even if you don't use right away). This will allow you to check in later to see what type of traffic is coming to your site, and then if you're ready to market to them, you'll be ready to go right away.