
[illegible]



Your brand is a unicorn. There is no one **exactly** like you.

The components of your digital marketing strategy must match your business reality, factoring in many things, including:

- The type of goods and services you offer
- The interests, needs, and online activities of your ideal customers
- Your digital marketing goals and objectives
- Your budget
- Your digital capabilities (in-house technology, tools, and skillsets)
- How much time and effort you can allot to digital marketing
- And more...

Digital is a constantly evolving landscape offering a dizzying, ever-expanding array of marketing options. That said, most digital marketing strategies will address these five core areas: your website, content marketing, search engine optimization, social media, and email marketing. This checklist can be a helpful guide when developing and implementing your strategy.



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Website

- ☐ **I have set S.M.A.R.T. website marketing goals and objectives (see page 4).**
- ☐ I have looked at competitor's websites and at my own website, and identified my strengths and challenges.
- ☐ The content on my website pages is SEO-friendly.
- ☐ The logo, colors, font, etc. are consistent throughout.
- ☐ There is contact information prominently featured on each website page.
- ☐ Images represent my brand positively and include diversity, when possible.
- ☐ The tone and content of each website page is high quality and represents my brand well (no "thin" content pages).
- ☐ Navigation is easy and intuitive.
- ☐ I have an interesting, engaging ABOUT page.
- ☐ There are clear Calls-to-Action with engaging incentives.
- ☐ I have added a Business Blog to increase traffic and build my brand.
- ☐ My website is responsive (It adjusts to the screen size so that visitors using smartphones and tablets enjoy a consistent experience).
- ☐ Social sharing buttons are displayed prominently.
- ☐ My website includes analytics (e.g. Google Analytics) so that I can collect and review data to improve website performance).
- ☐ Where website development is required, I have a realistic budget and timeline, and know who will be doing the work (in-house, out-sourced, or a combination).



Content Marketing

- ☐ **I have S.M.A.R.T. content marketing goals and objectives.**
- ☐ I have looked at competitor's content and at my own, and identified my strengths and challenges.
- ☐ My content is SEO-friendly.
- ☐ My content consistently incorporates my brand logo, colors, etc.
- ☐ I am using a variety of content formats (e.g. blog posts, videos, images, infographics).
- ☐ The topics, tone, and formats match the interests and preferences of my ideal customer.
- ☐ I have content for each stage in the Buyer's journey (Awareness | Interest | Decision | Action).
- ☐ I have a Content Calendar that outlines what content I will create and how it will be distributed.
- ☐ I have the tools I need to share and manage content (e.g. Hootsuite, Buffer).
- ☐ I have the tools and skillsets I need to create and re-purpose content in various formats, including: blog posts, video, images, infographics, etc.
- ☐ I have assigned content development and content management responsibilities to people with the appropriate capabilities (in-house, out-sourced, or a combination).

What Are S.M.A.R.T Learning Objectives?

Specific | Measureable | Attainable | Relevant | Timely





Search Engine Optimization

- ☐ **I have S.M.A.R.T. SEO goals and objectives.**
- ☐ I have researched how my website and digital content, and that of my competitors, are performing, including Google Analytics to see where I rank.
- ☐ I have done keyword research and know the best keywords and keyword phrases for my website, blog posts, and other content.
- ☐ I have selected SEO tools to help me optimize my content (e.g. Yoast plug in for Word Press blogs) Note: There are lots of free SEO tools.
- ☐ I am using Google Analytics and other SEO tools to monitor the performance of my content so that I can make improvements over time.
- ☐ I have assigned SEO responsibilities to people with the appropriate capabilities (in-house, out-sourced, or a combination).



Social Media

- ☐ **I have S.M.A.R.T. social media goals and objectives.**
- ☐ I have selected 2 social media platforms, to start, based on my business and my ideal customers.
- ☐ I have created a complete, robust social profile on each selected platform.
- ☐ The text and visuals across all social media is consistent (e.g. colors, logo, images, bio).
- ☐ I have the tools and skillsets I need to create, share, and manage social media (e.g. social post calendar, Hootsuite, Buffer).
- ☐ I use the analytics tools available on each in-use social media platform to collect and review data to improve my performance.
- ☐ I have assigned SEO responsibilities to people with the appropriate capabilities (in-house, out-sourced, or a combination).
- ☐ I have a clear social media policy that is reviewed and signed by all employees.



Email Marketing

- ☐ **I have S.M.A.R.T. social media goals and objectives.**
- ☐ I have selected an email platform that has the features I need and fits my budget.
- ☐ I have added high quality opt-in/opt-out to my website and creating engaging incentives.
- ☐ I have identified activities to actively build my email list.
- ☐ I use the analytics tools available through my email platform to monitor click-through rates and use this data to improve my email marketing.
- ☐ I send email subscribers high-quality content on a regular basis (e.g. newsletters, content notification emails).
- ☐ I have assigned email marketing responsibilities to people with the appropriate capabilities (in-house, out-sourced, or a combination).



Trust Communications Inc.

We would love to help
your brand **master** digital
marketing.

info@trustcommunications.ca | trustcommunications.ca | +1 902-221-0256