

# The Cirius Marketing Easy Digital Marketing Checklist

## **CHECKPOINT #1:** Focus on your customer persona by answering these questions:

Who is my customer?:

What is their problem?:

How can I solve their problem?:

How will their lives be different after I've helped them?:

## **CHECKPOINT #2:** Use the info you gathered from check point #1 to create a lead magnet.

My lead magnet has a high perceived value and a high actual value.

My lead magnet is easy to digest.

My lead magnet is useful to my specific customer persona.

My lead magnet will lead them into purchasing an offer that builds on it.

## **CHECKPOINT #3:** Set up email campaign.

Create an email that delivers the lead magnet, or contains a link to where they can download the lead magnet.

Create an email that welcomes the new lead to your email list and introduces your brand. You can get that here for free.

Create a follow-up email to make your offer.

Set these emails up in your autoresponder software.

## **CHECKPOINT #4:** Line up your offer.

My offer builds off of the lead magnet.

My offer is something I can build on later for an upsell.

## **CHECKPOINT #5:** Promote your lead magnet with content.

Create at least one high-quality and in-depth blog post on the subject of this lead magnet.

Add links to download the lead magnet in these blog posts.

Use good SEO in these blog posts.

Add opt-in forms to download the lead magnet as a pop-up box, and at the top of the page.

## **CHECKPOINT #6:** Advertise your lead magnet-centered blog posts.

Install a Facebook ad pixel to your site if you haven't already.

Set your pixel to track clicks to your website and set up your Facebook ad.

Keep track of clicks in the your Facebook business account.

Go to our [Blog Bank](#) to get more info on all the details of how to execute your Easy Digital Marketing Checklist!



Contact us!

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Monday – Friday  
9AM – 5PM EST