

2022 DIGITAL MARKETING CHECKLIST

1

BIG DATA AND REPORTING

Our data is connected, and I have a single dashboard that helps me make decisions.



2

WEBSITE DESIGN

Our web design reflects our current brand, messaging, and follows current design trends



3

WEBSITE MAINTENANCE

Our website is up to date with the latest themes, plugins, features, and more (Specific to WordPress & Shopify).



4

OPTIMIZED WEBSITE

Our website is optimized by being mobile friendly, responsive, having correct image sizes, etc.



5

BOT STRATEGY AND REVIEW

Our automated FAQs and informational links are current and helpful.



6

SEO STRATEGY

Our company currently has an SEO strategy that drives organic traffic to our website.



7

CONTENT CREATION

Our company currently creates different forms of content to be featured on multiple platforms.



8

EMAIL CAMPAIGN STRATEGY

We currently connect with new and current customers by sending recurring monthly email campaigns.



9

SOCIAL MEDIA STRATEGY

We currently connect with new and current customers by promoting content and interacting on different social media platforms for our niche.



10

LINKEDIN STRATEGY

Our leaders are on LinkedIn building relationships, prospecting and searching for talent.



11

PAID MEDIA STRATEGY

We currently drive traffic and generate leads by placing advertisements on different digital platforms

