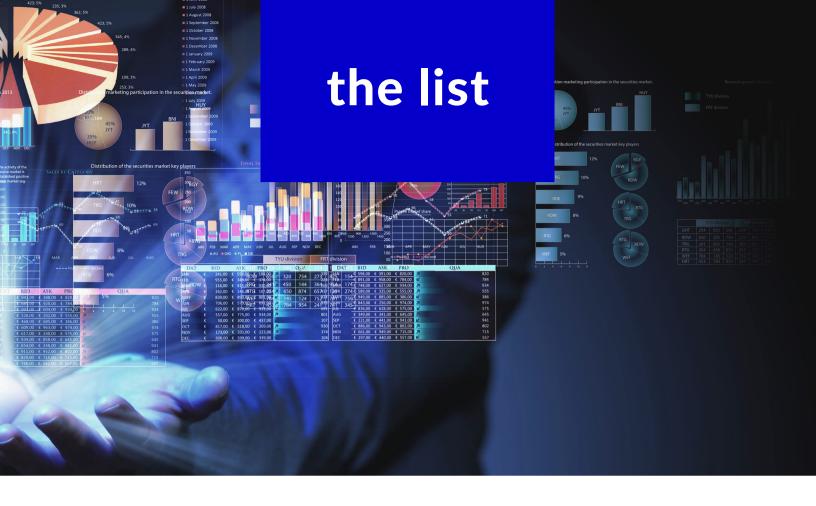
# Ultimate Marketing Checklist

THE MANSFIELD AREA CHAMBER OF COMMERCE

DIGMARK

Website

It isn't easy but, we can help.



# Here's how we can help you at the Chamber...

Whether owning your own business or you're running a business it is downright hard especially as fast as our world continues to change. You deserve to be supported. To have the resources you need to lead a successful and growing business.

Go through the checklist to the right, what do you have in place, what needs to be reviews, and what is missing? Then sit down with me and let's talk about how we can help you get your digital marketing on track!

- o Business Plan to include Marketing Strategy and Budget
- o Brand Message
- o Logo and Graphics
- o Website and landing pages Represent your brand, mobile friendly,
- blog, podcast
- o SEO Key words, Title tags, URL's, images, navigation menu, sitemap, Google listing/analytics
- o Video Sales Letter
- o Social media and ads Content Calendar, Analytics, leveraged
- content, brand consistent
- o Lead generation material
- o Podcasts/Audio content

LORI WILLIAMS PRESIDENT / CEO DID YOU KNOW ...

The average period of customer attention is 8 seconds so you'll need to count your stuff!

Infographics are 3 times more popular and shared on social media than other content types-social media

Unleash the potential!

# MARKETING





### Step One: AWARENESS They have to know you exist

Digital Marketing Disciplines That Create Awareness To improve awareness of your company, the digital marketing tactics you need to master or hire include:

- Digital Advertising
- Search Marketing
- Content Marketing
- Social Media
- Community Management
- Copywriting

# MARKETING

#### STEP TWO: ENGAGEMENT

### They don't yet know you, like, you or trust you. So, the next step is to start developing a relationship with your prospect.

Engagement often occurs through valuable, relevant content.

Digital Marketing Disciplines That Create Engagement To improve engagement in your company, the digital marketing tactics you need to master or hire include:

- Content Marketing
- Social Media Marketing
- Email Marketing
- Community Management

#### **STEP THREE: SUBSCRIBE**

### At this point, your prospect knows who you are and has engaged with you in some way or another.

However, if you failed to get that person's contact information, odds are high you'll never hear from them again. Why? Because people today are inundated with marketing and content, creating a scarcity of attention. Just because someone reads one of your blog posts today does NOT mean they'll remember to revisit your site in the future. Instead, you need to get that person to progress to Step 3 in the Value Journey, which is to subscribe.

Digital Marketing Disciplines That Generate Subscribers

To get more subscriptions for your company, the digital marketing tactics you need to master or hire include:

- Content Marketing
- Email Marketing
- Digital Advertising
- Community Management
- Conversion Rate Optimization
- Copywriting

# MARKETING

### STEP FOUR: CONVERT They like the information you share and have begun to trust you, so they're ready to invest in one of two ways with time or money.

Digital Marketing Disciplines That Generate Conversions To improve conversions in your company, the digital marketing tactics you need to master or hire include:

- Digital Advertising
- Content Marketing
- Copywriting
- Email Marketing
- Search Marketing

#### STEP FIVE: EXCITE

### Your job now is to make sure the transaction is a good one, that the excitement of the purchase develops into good will and trust.

The reason for this is simple: if the person doesn't get value from this transaction, they won't move on to the next stage and purchase more expensive things from you. An onboarding campaign is a simple way to add value immediately after a purchase.

Digital Marketing Disciplines That Create Excitement To

improve consumption in your company, the digital marketing tactics you need to master or hire include:

- Email Marketing
- Content Marketing
- Copywriting



#### STEP SIX: ASCEND You're investing in your future profits.

Always remember that it costs more to acquire a new customer than to sell to an existing one. That first sales isn't about profits. It's about converting a prospect to a customer, so you can begin a long (and profitable) customer relationship. Buying customers on the front end is just shrewd business, but only if you can monetize those customers on the back end. The Ascend stage of the Value Journey is where your customer will be ready to buy more and more often. If your business has a core offer, this is the place to make that offer. Then once your customer purchases that core offer, it's time to present them with other relevant offers.

### STEP SEVEN: ADVOCATE You now have a happy customer who has made several profitable purchases from you.

The next stage in the Value Journey is to create marketing that encourages your most loyal customers to advocate for your business. An advocate is someone who speaks positively about your brand. An advocate is what you might call a "passive promoter." They won't necessarily promote your business in an active way, but when asked about you, they will respond favorably.

You need freely available content at the top of the funnel that...

- Entertains
- Educates
- or Inspires ... and you need to make it readily available using content types like:
- Blog posts
- Social Media Updates
- Infographics
- Photographs
- Digital Magazines/Books
- Audio/Video Podcasts
- Microsites

Do you need all of these content types at the top of the funnel? Heck no.

DID YOU KNOW ...

### Search engines power 93 percent of all traffic on the website.

Titles with 6-13 words attract the highest and most consistent amount of traffic