

Ultimate Marketing Checklist

THE MANSFIELD AREA CHAMBER OF COMMERCE



DIG
MARK



Website

It isn't easy but, we can help.

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

