

DIGITAL MARKETING CHECKLIST

Over the past five years the marketing landscape has exploded into the alternative universe of digital-mania. Digital communications are now such a vital part of the marketing mix, it's impossible to have a truly integrated marketing strategy without it.

To help you develop an effective marketing strategy, here is a handy 'health check' to enable you to assess and understand where you are at with your existing digital initiatives and where you should go.

HOW TO USE THE CHECKLIST

Green – Continue your current course. Monitor and look for incremental improvement.

Yellow – Pause and assess. Adjust based on priorities and capacity.

Red – Stop and fill gaps. Change strategic/tactical direction based on objectives and budget

Criteria	Description	YES	NOT FULLY	NO
Strategy	Do you have clearly defined target markets?			
	Do you have a communications strategy in place for these target markets?			
	Have you have SMART (Specific, Measurable, Attainable, Relevant, Time-Bound) objectives in place and track performance against these objectives?			
Reach	Do you have presence on social media channels relevant to your business?			
	Do you measure potential reach via likes, follows, shares, subscribers, views or percentage engagement?			
	If you have an email marketing program in place, Do you measure open rates, views and forwards?			
	If you using pay per click advertising campaigns, display advertising or mobile ads, are you measuring impressions or click through rates?			
Channel Design	Is your website easily navigable, with correctly working links and does it appeal to your target market with information easily presented and consumed?			
	Do you know how long your web site takes to load on different devices (PC/Mobile/Table) – are you even sure it works correctly across a full range of devices			
	How well are your social media channels set up? Do they reflect your brand identity? Are they optimised?			
Content	Do you have a content strategy in place? Is your content readable, understandable, shareable and relevant to your target market?			

	Is there a mechanism in place to measure what content is working and what isn't?			
Conversion	Are all your digital marketing channels designed with lead generation in mind?			
	Do you have forms for potential customers to fill in on your website, blog, social media? Do you know the rate of form fills and form abandonment per visitor?			
	Do you have clear calls to action across your digital marketing channels?			
Integration	Are your social media channels accessible from your website?			
	Do your social media channels interlink and feed back to your website?			
	Are your digital marketing channels integrated both online and offline?			
Measurement	Do you have defined metrics do you use to track performance, measured against your SMART (Specific, Measurable, Attainable, Relevant, Time-Bound) objectives?			
	Have you set up a system of regular reporting?			
	Do you know how often you report and measure metrics?			
	Do your reports feedback into your strategy?			

650hours have a business focus on helping our clients build effective and measured digital engagement platforms for brand building, thought leadership and lead generation. Learn more at <http://www.650hours.com/>

