

The Complete Digital Marketing Channels Checklist

Holistic marketing activity scheme:



- Marketing activity management and analysis / Funnel Control / multi-channel control / Marketing Automation**
[Marketing automation solutions](#)
- Internet website**
 - SEO compliance – technology-wise (code, titles, speed etc.)
 - SEO compliance – content-wise (static content)
 - Conversion goals
 - Conversion optimization (A/B testing)
 - Landing pages – targeted for campaigns/products/SEO
 - Renewing content activity (blog)
 - Content monetization (see some providers [here](#))
 - Responsive design or mobile compliance (or app)
 - Performance validation (W3C standards, speed, downtime, security etc.)
 - Google Webmasters tool
 - Analytics system > ROI measurement (see partial [list of providers](#) for example)
> [Website building checklists](#)
- Social media**
 - Agenda and Social media strategy and “do-s / don’t do-s”
 - Social networks profiles – Facebook, Twitter, Google+, youtube, Pinterest, etc.
 - Localized / niche related social networks presence
 - Continuous activity in forums and communities
 - Continuous activity in related professional/niche sites
 - Dedicated activity with personas and opinion leaders
 - Advocates activity – working with extremely dedicated users, opinion leaders etc.
 - Brand monitoring (free and paid)

-
- Analytics system > ROI measurement (see partial [list of providers](#) for example)
 - Social media management platform (see partial [list of providers](#) for example)
 - > [Example for a social Media marketing Checklist](#)

 - SEO**
 - Keyword analysis
 - Inbound/incoming links (getting links from other websites)
 - SEO oriented content activity
 - Analytics system > ROI measurement (see partial [list of providers](#) for example)
 - > [Example for a SEO checklist](#)

 - PPC / Paid ads**
 - Google Adwords
 - Facebook ads
 - Analytics system > ROI measurement (Adwords [examples](#), Facebook [examples](#))

 - Email marketing**
 - Verified recipients list
 - Medium compatible template (responsive or medium dedicated)
 - Email client compatible template (check using [Litmus](#) or [Emailonacid](#))
 - High quality content
 - Online version/source
 - Email Signature Marketing (adding marketing message to corporate email signature)
 - Analytics system > ROI measurement (usually has to be part of the mailing system)
 - > [Example for an email-marketing checklist](#)

 - Affiliates & Partnerships**
 - Affiliate program: self-owned or become a part of a network
 - Marketing co-operations
 - Links exchange
 - Analytics system > ROI measurement
 - > [Example for an affiliate marketing checklist](#)

 - Lead purchasing**
 - Strategy for lead purchasing
 - See partial list of sources [here](#)

 - Online PR / Content Marketing**
 - Creating “news items” = making the press interested
 - Writing a blog / manage an onsite dedicated forum / create onsite community
-

-
- News sites and blogs activity (publishing articles and comments)
 - Press releases
 - Paid content (incl. 'Outbrain', 'Taboola' etc.)
 - Content tools, such as 'Roojoom', 'Rebelmouse' etc.
 - Working with bloggers - getting them interested
 - Writing articles in article DB sites
 - Posting and sharing in rating and link sharing sites
 - Posting and sharing in index sites
 - Webinars
 - White papers
 - Professional guides
 - Infographics
 - "Tool Marketing" = creating online tools for drawing traffic & attention
 - Analytics system > ROI measurement
-
- Mobile Marketing**
 - Mobile / Tablet app
 - Mobile social networks and content (e.g. instagram, whatsapp etc.)
 - Making company website mobile compatible
 - Mobile advertising (in-app purchases, ad networks, in-game advertising, etc.)
 - QR codes
 - SMS/mms content campaigns
 - Analytics system > ROI measurement (see [partial list of solutions](#))
 - > [Example for a mobile marketing checklist](#)
-
- Location based marketing (Proximity Marketing)**
 - Listing in mapping services, such as Google places, etc.
 - Content activity in location based apps (such as Foursquare)
 - Advertising in location based apps and networks, such as Waze, etc.
 - Analytics system > ROI measurement
-
- Channel Marketing**

Creating custom channels to sell/distribute products (i.e. creating amazon/ebay/etsi for products, or Udemy/Coursera for educational content etc.)
-
- Video content**
 - Producing short clips
 - Creating video channels
 - Advertising inside related-existing video content (Youtube ads, pre-rolls, etc.)
 - Analytics system > ROI measurement (usually within video platforms)
-

- ❑ **Display advertising**
 - ❑ Banners and Text-links on websites, apps, IMs, softwares, etc.
 - ❑ Segmentation / Auto-bidding systems
 - ❑ Analytics system > ROI measurement (usually within platforms)

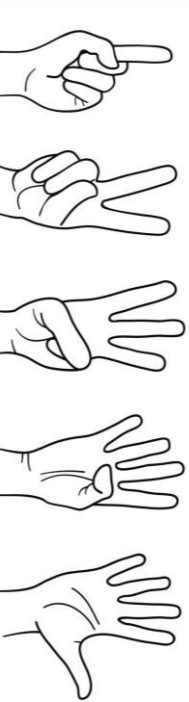
- ❑ **Guerrilla (bond the online with the offline)**
 - ❑ Professional/social gatherings inside the company
 - ❑ Bringing clients to a physical place and creating engagement
 - ❑ QR codes
 - ❑ Analytics system > ROI measurement (you create the measurements)
 - > [Example for a guerrilla marketing checklist](#)

- ❑ **Product**
 - ❑ Test product among potential clients (test stickiness, usability, NPS, etc.)
 - ❑ Try to enhance and follow common-daily people routines. This path will lead to success.
 - ❑ Easy and friendly distribution options from within product.
 - ❑ Enable users content generation from within product and encourage spreading it:
(1) social-personal content (2) geo-location content
 - ❑ Analytics system > ROI measurement (you create the measurements)

- ❑ **Client [Retention](#)**
 - ❑ Active loyalty program
 - ❑ Rewards and badges
 - ❑ Promotions and creative activity among existing clients
 - ❑ Frequent communication calendar
 - ❑ Client reviews on websites

Rules of Thumb for Digital Marketing

- * **Build-Measure-Learn** – Online marketing is worth nothing without measuring your outcomes and improving. Install the right analytics programs, analyze the data and quickly correct and move forward.
- * **Creativity** – enhance use of content & social platforms or use them not the way intended, create interesting content, etc.
- * **Be everywhere** - The many marketing channels, end-nodes & advocates you'll have the more chance that prospects will bump into your product.
- * **360° Unity** – Use the same language on all channels.
- * **Create a large DB of 'listeners'** (subscribers, readers, fans etc.) – when you get their mind occupied with your content, they will be much more ready to hear your sales pitch
- * **From channel > to idea** ≠ From idea > to channel: create a brilliant idea, and then translate and adjust it to each and every channel.
- * **Don't sell, tell a story** – in the new consumer world, people are less likely to watch an ad, but are eager to find intriguing and fascinating stories
- * **Excite, move and arouse curiosity** – don't make dull content, make user involved.
- * **Make spectators empathize** – empathic bystanders quickly turn into users and clients.
- * **Keep content fresh** and relevant to actual circumstances and news.
- * **Challenge users** (contests, questions, surveys, etc.), which makes them active
- * **Tie your content to familiar social 'anchor'**; Content built upon common denominator will be much easily accepted and adopted.
- * **20-80:** most of the time 20% of your activity contributes 80% of success. Work hard to identify these 20%
- * **Influence and consumer psychology is a science – study it!** (just to get you curious: [The Dark Science Of Naming Your Post](#), [User interfaces designed to trick people](#), [how to set the right pricing](#), [The Psychology of How Products Engage Us](#) and [How to Build Habit-Forming Technologies](#) ...and of course many more)
- * **Always analyze** – marketing without goal-setting and constant assessment is like is like throwing darts in the dark.
- *



Don't Forget [Retention](#) & [Remarketing](#)

- * Because *“Customer service is the new marketing”*; Don't forget your already-recruited customers behind – don't stop paying attention to them and keeping them happy.
- * What happens to those prospective clients who didn't convert? Use remarketing to get them back