

Digital Marketing Checklist

It's essential to follow a logical process when designing and deploying a digital marketing strategy. We've compiled a checklist that marketers can use to ensure their campaign is well thought out and keep them on the right track.

- Determine your brand identity, including elements like logos, slogans, color schemes, and font.
- Produce a customer persona that outlines your ideal consumer's characteristics.
- Develop your campaign concept, accounting for what you'll promote, at what price, and for how long.
- Analyze and set your budget for each aspect of your campaign.
- Identify your target audience and their demographics based on your [customer persona\(s\)](#).
- Set SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goals, making sure they fit in with overall business objectives.
- Map out the overall strategy and timelines, giving each milestone a deadline.
- Select the marketing channels and delivery methods (e.g. social media, Google Ads, email, etc.) you'll use in an omni-channel approach.
- Create your content (e.g. post images, website banners, radio scripts, etc.).
- Consider [SEO](#) by optimizing all text-based content to contain keywords relevant to your campaign.
- Use strong calls-to-action (CTAs) at the end of every piece of marketing collateral.
- Proofread and perform quality assurance checks on each marketing material.
- Launch your campaign and do a final review to make certain all platforms (such as websites and pay-per-click ads) are functioning as they should
- Track and assess the campaign's performance to see if it's performing as expected and whether any adjustments need to be made.