CORNERSTONE MEDIA GROUP



DIGITAL MARKETING INFRASTRUCTURE CHECKLIST

There are many moving parts to a successful marketing plan and having a thorough infrastructure in place for digital marketing is vital to your company's marketing success. This is a list of key digital marketing tactics you should be implementing in your marketing plan.

Complete this simple checklist and review it with your Cornerstone Media Group representative.

Company Name: _____ Contact Person: _____

Website: _____ Contact Email: _____

FUNDAMENTAL DIGITAL MARKETING COMPONENTS

Analytics/Metrics

Analytics are a fundamental piece of marketing infrastructure because they give insights into what's working, what's not working, and where your investments are paying off.

☐ Got it ☐ Need it

Blog

Blogs build personal and corporate brands. They are helpful to earn high organic search rankings and serve as a vehicle for promoting lead generation offers.

☐ Got it ☐ Need it

Branding Elements

Branding elements communicate your brand character to the marketplace. These can include your logo, color palette, marketing materials, letterhead, messaging, and website.

☐ Got it ☐ Need it

Buyer Personas

Buyer personas are fictional, generalized representations of the ideal customer you want to attract. These are critical to driving content creation, product development and customer retention.

☐ Got it ☐ Need it

Case Studies and Testimonials

Case studies and testimonials on your website help to build credibility while giving prospects some measure of comfort that your company has faced, and solved, problems similar to theirs.

☐ Got it ☐ Need it

Company Leadership LinkedIn Profiles

LinkedIn profiles for company leaders is an opportunity to share the skills, experience and expertise they bring to the company, giving readers a perspective of your company.

☐ Got it ☐ Need it

Content

Content marketing builds brands, credibility and subject matter expertise. Articles, whitepapers, videos, quizzes, infographics need to be continually updated and available on your website.

☐ Got it ☐ Need it

Customer Relationship Management (CRM)

A CRM is a software system that helps business owners easily track all communications and nurture relationships with their leads and clients. It streamlines processes, and improves profitability.

☐ Got it ☐ Need it

Digital Advertising / Paid Media Strategy

A digital advertising plan helps your organization attain specific digital ad goals through carefully selected marketing channels such as paid, earned, and owned media.

☐ Got it ☐ Need it

Email Marketing

A good email service provider enables businesses to craft beautiful emails, create automated journeys, and deliver personalized messages that improve your relationship with customers.

☐ Got it ☐ Need it

Email Tracking

Email tracking software places a discreet image pixel in the email to determine whether your emails have been opened, the links clicked, and the attachments viewed.

☐ Got it ☐ Need it

Expert Content Contributors

To bring new depth, dimension, and discussion to your company's content, expert content contributors not only boost your brand's reputation, it also drives audience trust and loyalty.

☐ Got it ☐ Need it

Goals / Objectives

A marketing goal is a specific and measurable objective that helps you meet your broader business goals. Goals include creating brand awareness, generating marketing qualified leads, etc.

☐ Got it ☐ Need it

Keyword Strategy / Search Engine Optimization (SEO)

Keyword strategy means using keywords in your website content and digital ad campaigns to attract your target market audience. Keywords are important for SEO because it organically increases site visibility.

☐ Got it ☐ Need it

Landing Pages

A landing page is a standalone web page, created specifically for a marketing or advertising campaign. It's where a visitor "lands" after they click on a link in an email or digital ad and provides a call to action.

☐ Got it ☐ Need it

Marketing Automation Technology

This technology can automate repetitive tasks such as email marketing, social media posting, and even ad campaigns, making tasks more efficient and providing a more personalized experience for customers.

☐ Got it ☐ Need it

Marketing Database - Clean and Current

To reach the people who could be your next customer, it's vital to have a clean, up-to-date database by merging and cleansing your different streams of data into a single, trustworthy record for each customer.

☐ Got it ☐ Need it

Marketing / Sales Service Level Agreement

A marketing service level agreement is an agreement between marketers and sales representatives that will set specific goals and expectations to ensure they work together to drive profitability in the business.

☐ Got it ☐ Need it

Situation Analysis

A situational analysis allows you to use market research to evaluate projected growth, define your potential customers, assess your competitors and evaluate the state of your business.

☐ Got it ☐ Need it

Social Media Branding

Social media branding is how you manage your company image, brand identity, and market position across digital networks and includes headers, profile photos, graphics, your content, and interaction.

☐ Got it ☐ Need it

Strategic Marketing Plan

Beginning with a research-backed, practical plan in place, management and operations teams work together to identify the marketing goals, outline the steps, assign tasks and measure the success of the efforts.

☐ Got it ☐ Need it

Team Bio Page

A good "Meet the Team" page on your website can improve visitor trust, encourage stronger client relationships, showcase your team's talents, and make your business more memorable.

☐ Got it ☐ Need it

Website - Built To Modern Specifications

For your company to remain relevant in the ever-growing online world, it is vital your website be up-to-date and built using modern methods including SEO and speed optimization, engaging content, and mobile-friendly.

☐ Got it. ☐ Need it

Value Statement

Creating a strong value statement that can be used throughout your digital marketing efforts will be a key factor for calls-to-action and value-added offers. It will map out your content strategy so everything stays aligned.

☐ Got it. ☐ Need it

Looking for a partner?

Let a Cornerstone Media Group business advisor help you craft a marketing strategy tailored to the unique needs of your business.

Call **404-425-9573** today!

Schedule a FREE Marketing Strategy Session NOW!