



THE ULTIMATE DIGITAL MARKETING CHECK LIST

Define Your Business, Find Your Target Audience, and Branding:

TASK	DONE
Finish the <i>Define Your Business Worksheet</i>	
Choose your brand colors	
Design a logo	
Learn how to use Canva.com, Photoshop, and/or alternatives	

Website:

TASK	DONE
Sign up for a hosting / web-building platform	
Buy your domain name	
Design a basic website	
Create landing pages for each of your products/services	
Create a Start Here / About page	

Email Marketing:

TASK	DONE
Sign up for an email marketing service	
Create an irresistible lead magnet	
Write a welcome email that delivers your lead magnet	
Add opt-in forms throughout your website	
Write welcome sequence for new subscribers (at least 5 emails)	
Write a follow-up sequence for purchasers	
Analyze open, click, and unsubscribe rates to improve	

Blogging:

TASK	DONE
Write & post 4 articles that solve your key customer problems	
Make a list of at least 10 more articles you could write	
Add links within each article to your other articles/resources	
Add opt-in forms within each article	
Bonus: create specific lead magnets for each article	
Make sure each article is keyword friendly	

YouTube:

TASK	DONE
Start a YouTube channel for your brand	
Design your channel (artwork, icon, description, links, etc.)	
Add a channel trailer	
Add your channel watermark/branding	
Turn your 4 main articles into videos	
Add links to your website/opt-in form to each video description	
Add YouTube Cards and End Screens to each video	
Make a list of at least 10 more videos you can make	
Brainstorm a weekly series your audience would benefit from	
Partner with 3 other YouTubers on videos	
Reply to all comments within 24 hours	

Video Marketing:

TASK	DONE
Make a video ad for each your product/service	
Post this video on YouTube and Facebook	
Add this video to your sales pages	

Facebook Groups:

TASK	DONE
Create a Facebook Group for your target market	
Add a nice group graphic	
Add a group description with rules	
Create a pinned welcome post	
Invite your current followers to join the group	
Schedule 1 weekly post for at least 3 months	
Go live in your Facebook group weekly	

Facebook Pages:

TASK	DONE
Create a Facebook Page for your brand	
Design your page with an icon and cover image	
Create individual posts for each of your articles	
Add your YouTube videos to your Facebook page	
Add your products to your Facebook Page	
Boost a Facebook Page post	

Twitter:

TASK	DONE
Create your Twitter account	
Design your Twitter profile page	
Pin your most important tweet	
Add a Twitter button to your website	
Add Twitter Widgets & Cards to your website	
Run a Twitter ad	

Instagram:

TASK	DONE
Create your Instagram account	
Link your Instagram and Facebook accounts	
Write your Instagram bio with a link to your website/content	
Run an Instagram ad	
Go live on Instagram weekly	

Pinterest:

TASK	DONE
Create your Pinterest account	
Set up your Pinterest profile	
Create Pinterest boards for your website topics	
Pin all of your articles and videos to your boards	
Run a Pinterest Ad	

LinkedIn:

TASK	DONE
Create your LinkedIn account	
Set up your LinkedIn page	
Connect with 10 other people in your industry	
Create a company page	
Post your articles and videos to your page	

Facebook Ads:

TASK	DONE
Set up your payment account for Facebook ads	
Decide what you want to promote with an ad	
Define your target audience	
Create the ad post	
Boost the post	
Analyze the results	

Facebook Retargeting:

TASK	DONE
Create a Facebook Pixel	
Install the pixel onto your website	
Check to see the pixel is working	
Create an audience in Facebook	
Create an ad targeting your audience	
Analyze the results	