

Online Marketing Checklist

A creative and logical way to grow your business.

Left brain

I am the left brain.
I am a scientist. A mathematician.
I am familiar. I categorize. I am accurate. Linear.
Analytical. Strategic. I am practical.
I am in control. A master of words and language.
I calculate equations and play with numbers.
I am order. I am logic.
I know exactly who I am.

Right brain

I am the right brain.
I am creativity. A free spirit. I am passion.
Yearning. Sensuality. I am the sound of roaring laughter.
I am taste. The feeling of sand beneath bare feet.
I am movement. Vivid colors.
I am the urge to paint on an empty canvas.
I am boundless imagination. Art. Poetry. I sense. I feel.
I am everything I wanted to be.

marketing **hy.**
results driven marketing

Online Marketing

A checklist to help you dominate with Google, YouTube, Facebook, and Instagram so your business can grow.

A good marketing campaign delivers the right creatives at the right time. We see too many companies that spend large amounts of money on the creative, yet fail miserably on the delivery.

A great example is when a business spends \$20,000 on an explainer video and has zero money and ideas on how they are going to deliver that explainer video to their target audience.

We also see the exact opposite. Where companies are so focused on traffic, that they forget to look at their creatives. Nobody understands what their business does, so nobody buys.

Our simple checklist is going to change the way you look at marketing.

We are going to first take a look at your message. After that, we will show you how to deliver that message to the right audience at the right time so your business can grow.

Let's get started.

Jace Vernon
President
Marketing Hy



Your Message

Like in all great stories, there is a character with a clear ambition.

Great marketing campaigns have to focus on one thing, not a bunch of things. That's why the very first step to creating your message has to be focused on the one thing that your viewer/customers wants.

When your message is focused on what the customer wants, they will listen.

And by the way, the character in your story is the customer, not your product or service. The majority of businesses get this all wrong. They assume the character is them when in reality the character is your customer.

Your marketing message needs to be simple and customer focused. You will need the following creatives.

Your Message Checklist:

- Unique Selling Proposition (USP)
- Website with your USP
- Facebook page with USP
- YouTube channel with USP
- A website that can pass the five second test.
- Explainer video
- Customer testimonial (video testimonial)
- 6 to 12 email sequence providing value
- 5 different Facebook ads
- 7 business story videos (optional)

The Foundation

To be able to measure your ROI the foundation of online marketing needs to be put into place. You will want to track everything.

- Website set up and design (keep it simple)
- Website optimization: Title, description, and on-page optimization
- Google Analytics (simple pixel placement)
- Google Webmaster (submit your sitemap to Google)
- Google accounts (YouTube, Pages, etc)
- Google local page
- Identify target audience
- Facebook page with pixel placement
- Bing Webmaster
- Google Adwords
- Bing Adwords
- Video ad campaign set up
- Email marketing system (AWeber, MailChimp, Infusionsoft, etc)
- Order citation package
- Blog set up
- Blog Schedule (3 times a week)
- Backlinks
- Create guides, blogs, and infographics according to results
- Create 4 Facebook audiences (visitors, non-buyers, buyers)
- Google remarketing audience in Google Analytics



Facebook

- Facebook page set up
- Custom Facebook cover and icon (message and correct USP)
- Facebook ad set up
- Facebook Tracking Pixel on website
- Custom Facebook audience website visitors
- Create 3 different audiences on top of the website custom audience
- Upload any lists (CRM, Patients, Email Lists, etc)
- Create 5 ads (1 has to be dark post)
- 5 custom Facebook ad images (1200 x 628)

Instagram

To run Instagram ads you have to have a Facebook ad account.

- Instagram account set up
- Custom Instagram cover and icon (message or great headline)
- Instagram ad set up (have to use Power Editor)
- Facebook Tracking Pixel on website
- Custom Facebook audience website visitors
- Create 3 different audiences on top of the website custom audience
- Upload any lists (CRM, Patients, Email Lists, etc)
- Create 3 Instagram ads
- 3 custom Instagram image ad Image (1080 x 1080)



YouTube

YouTube and PPC are created and managed in Adwords.

- YouTube page set up
- Custom YouTube cover and icon (Message or great headline. Don't forget branding)
- Attach website to YouTube channel
- Link up Analytics and Adwords account to YouTube channel
- Upload video
- Optimize video for keyword (title, description, tags, and Fiverr gig)
- Create YouTube cards, annotations and notes on video
- Create remarketing audiences in Adwords
- Place Google Analytics pixel on website and create remarketing audiences
- Create In-stream ads for placements, remarketing, topics and interests
- Keyword research
- Placements: Search first 5 pages of YouTube for placements
- Keywords (Display network only)
- Topics (be very careful on budget with topics and interests, it can go quick)
- Interests
- Remarketing (run video ads to your remarketing lists)
- Place conversion pixel



Email Campaign

Email marketing campaigns should go with every single campaign. Email is the way we nurture leads.

- Set up or use the clients CRM system (AWeber, Infusionsoft, MailChimp, Constant Contact, etc)
- Place forms on site
- Create lists
- Create emails
- 1. Introduction email
- 2. Soap Opera Sequence
- 3. Seinfeld Email Sequence
- Automate delivery

SEO Campaign

- Make sure blog is set up and is SEO friendly
- Install the right plugins (Contact Form 7, Yoast, etc)
- Google Webmaster, Analytics, Bing Webmaster are in place
- Do keyword research
- Create 1 2500+ word article once per month
- Create 1 blog per week (more if possible)
- Purchase the press release package
- Purchase the guest post package
- Purchase the Blitz package
- On page and off page linking
- Social media is linked up
- Post all articles on social media



Google Adwords Campaign

Pay Per Click ads are managed in Adwords. Start small (Keyword search campaign only. Do not mess with display ads.)

- Setup Adwords account
- Keyword research (spend a lot of time here)
- Google Webmaster, Analytics, Bing Webmaster are in place
- Set up Remarketing lists
- Create ad (use best ad practices)
- Put conversion pixel in place
- Run ads
- Add negative keywords
- Start with a few keywords and a high bid

You can lose a lot of money with Adwords. Make sure you know what you are doing.



The Conclusion

The list above may seem overwhelming, but it is necessary. Test and make the necessary changes according to your results. You may find that Facebook works and YouTube does not.

You may discover that your message is all messed up and nobody understand what you do. This happens a lot.

When you nail down the right message with the right delivery. **MAGIC HAPPENS!**

Want us to do all the work for you?

Are you looking for a business that can take your videos and deliver them to the right audience at the right time?

That's our job!

We're a video marketing company. We create and deliver the right message to the right people so your business can grow.

Want A Video Campaign?

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