

# Your Online Marketing Checklist

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results driven marketing



# Online Marketing

*This checklist helps us dominate Google, YouTube, Facebook, and Instagram so your business can grow. We will be using this checklist to show our progress.*

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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.

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

First, we are going to a look at your message.

After that...we will begin to locate your target audience.

The goals is to get your 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

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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.

Your marketing message needs to be simple and customer focused. We start here:

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 (may come later)
- Customer testimonial (video testimonial)
- 6 to 12 email sequence providing value
- 5 different Facebook ads
- 7 business story videos (optional)

# The Foundation

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To be able to measure your ROI the foundation of online marketing needs to be put into place.

- 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 (Google My Business)
- Identify target audience
- Facebook page with pixel placement
- Bing Webmaster
- Google Adwords
- Bing Adwords
- Video ad campaign set up
- Email marketing system (Active Campaign, Infusionsoft, etc)
- Order citation package
- Blog set up
- Blog Schedule (1 time 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

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- 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 × 628)

# Instagram

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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 × 1080)

# YouTube

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**\*\*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 videos and Channel 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

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

- Set up or use the clients CRM system (Active Campaign)
- Place forms on site
- Create lists
- Create emails
- 1. Introduction email
- 2. Soap Opera Sequence
- 3. Seinfeld Email Sequence
- Automate delivery

# SEO Campaign

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- Make sure a 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

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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