

# Online marketing checklist to grow your business

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# 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 look at your message.

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

The goal 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  
Marketinghy.com

# 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.

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

Your Message Checklist:

- Unique Selling Proposition (USP)
  - Does it have the benefit in it?
  - Is it simple
  - Does it say what you actually do
  - Does it pass the 5 second test
- Place your USP the following places
  - Website
  - Facebook
  - YouTube
  - Instagram
  - Video

YOUR USP: \_\_\_\_\_  
\_\_\_\_\_

# The Foundation

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

- Website set up and design (keep it simple)
- Website Optimization: Title, description, and on-page optimization
- Google Tag Manager
  - Connect Google Analytics
  - Connect Google Adwords
  - Connect Facebook Pixel
  - Set up conversions Tracking on Tag Manager and Analytics
    - Phone Calls
    - Thank-you-page
- Google Webmaster (submit your sitemap to Google)
- Google My Business (Google My Business)
  - Select the right Category
  - Built out the GMB profile
  - Create Citations (the Hoth, Yext or manual)
  - Get first 5 reviews
- Create 7, 14, 30, 60, 90, and conversion remarketing audiences
  - Create Google Analytics and Google Ads remarketing
  - Facebook Remarketing
  - More Audiences: visitors, non buyers, buyers
- Bing Webmaster
- Blog set up
- Page speed test and optimization

# Content Strategy

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Without content, your online marketing campaign will fail. You need to have a content strategy that will educate and help your customers make a decision. Start simple and grow.

- 3 - 2500+ word articles (create guides and handouts)
- Explainer Video (Who, What, Why, How)
- Consistent blog content
- Create guides, blogs, and infographics according to results
- Company story (both written and video)
- Facebook posts
- Instagram post
- Facebook ads
- Instagram ads
- YouTube ads

\*I can't stress how important content creating is to a marketing campaigns. It's not easy to wake up everyday and create content. Put a team in place that can help you with content or have us create it.\*

# 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 videos
- 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
- Check Remarketing lists
- Create ad (use best ad practices)
- Run ads
- Add negative keywords weekly
- Start with a few keywords and a high bid
- Use broad modify match, phrase match, and exact match only
- Double check all setting
  - Location
  - Bid Strategy
  - Schedule
  - Turn on automatic targeting in Adgroup settings

We can help!

If you would like us to run your marketing campaign, we would love to!

Get a **FREE online marketing proposal** by visiting [marketinghy.com](http://marketinghy.com)

Have a good day

