Digital Marketing Guide

WORKSHEETS

WORKSHEET—Digital Marketing Goals

Briefly describe the problem you are hoping digital marketing will help you solve.

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How would you like your digital strategy to support and/or impact your business?

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How would you define success of these goals? (For example, 20% more lead generation.)

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WORKSHEET—Creating Your Customer Avatar

Your Customer Avatar

Name _____ Location _____

Age _____ Gender _____ Marital Status _____ # / Age of Children _____

Occupation _____ Job Title _____

Annual Income _____ Level of Education _____

Other _____
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Goals _____
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Values _____
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Pain Points _____
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Possible Objections _____
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Role in the Purchase Process _____
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Sources of Information:
_____

Books _____

Magazines/Blogs _____

Websites _____

Gurus _____

Conferences _____

WORKSHEET—Evaluate Your Company in Terms of the Competition

List your top competitors.

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List social media platforms your competitors are using. (Tip: Go to your competitor's website and look for social media links such as Facebook, Twitter, and LinkedIn. Use these links to explore their activity on social media.)

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What hashtags are your competitors using on their social media posts? (Hashtags are typically located at the end of a post and are preceded by #.) (See "The Beginners Guide to the Hashtag": https://mashable.com/2013/10/08/what-is-hashtag/#H.mX4CO99PqX)

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Do you see any correlation between competitors' popularity and a particular action? Jot down your observations.

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Is there something that your competitors are not doing that could be an opportunity for you? Learn from them, both their successes and failures.

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What problem(s) do you solve for your customer?

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What are your distinctive benefits? List three to five benefits your customer gets from choosing your product/service that set you apart from your competitors.

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What's your brand promise? This is like a pledge. What will you always do for your customers? This is the other key part of your proposition that separates you from the competition. How does it fit together? Take your answers so far and try to craft a single paragraph that covers them. It is ok if things merge and overlap; the aim is to end up with a unique message.

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Can you make it shorter? Now, refine. Take your time and review your text again and again until you've distilled your value proposition to one clear line that captures everything you want to say.

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Business/product name(s). Be exact. Do you ever use acronyms? Are these acronyms to be used externally?

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WORKSHEET—Visual Branding Board/Style Guide

PRIMARY COLOR CODES

RGB (for online)

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CMYK (for print materials)

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PMS (for print materials)

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SECONDARY COLOR CODES (If you don't have these, use an online tool like https://coolors.co/ to establish them.)

RGB (for online)

_____

CMYK (for print materials)

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PMS (for print materials)

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Logo font(s)

_____

_____

Information on where to find logo(s) and anything important related to how they should and should not be used/altered

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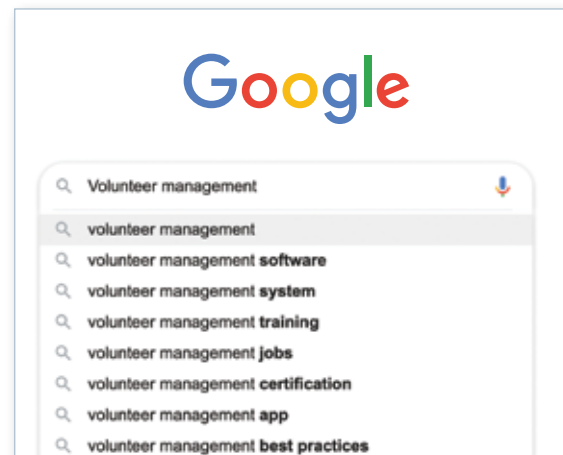## WORKSHEET—Determining Your Keywords

Make a list of 5 to 10 important topics about your business. Think about what topics come up most in sales conversations or in conversations with customers. What are customers thinking about in terms of what you offer? These should be fairly general topics that you will drill down into.

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Brainstorm keyword phrases that you think your customers would search for. Try to think like your customer would think. These won't necessarily be your final keywords yet. You will refine these through research next. Do this for each of the topics from the previous step.

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Look at suggested keywords in Google. If you are struggling   to
come up with words and phrases, go to Google.com and type in
a few search words and see what comes up in the suggested list
of keywords.

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Narrow down your list of keywords using keyword research tools
(see tips below).

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- ❒ **The website includes relevant keywords.** See the previous section in the guide on Keywords for more information on determining them; they are critical to people finding your website. Carefully review the content on your pages to see if the messaging is consistent and easy to understand.

- ❒ **The branding is consistent with other digital tools.** Use your Visual Branding Board and Brand Messaging worksheets above to review.

- ❒ **The website is easy for you to update often to keep the search engines happy.** Search engines will rank your site higher if you are actively updating content. These could be in the form of short blog posts or videos, for example.

- ❒ **The website is able to track analytics.** You will want to create a Google Analytics account and add the Google Analytics tracking code that is provided to your website. This is easy to do and will allow you to see how many people visit your site, how long they stay, and what pages they visit. See the section on Analytics for information on creating a Google Analytics account. Enter your Google Analytics code and login information to the right for future reference.

- ❒ **The website includes links to social media accounts.** These are typically located in the header or footer areas of your website, so that they are easily accessible from every page.

- ❒ **The website has been previewed on mobile devices, and it functions well.** This is critical, especially considering that 50% of online sales are made on a smartphone. To test your site, access it from a browser on your phone. Do the design and content of the pages adjust to be easily readable on a small screen? If so, your site is "responsive" or "mobile-friendly," meaning people will find it to be accessible from a mobile device.

- ❒ **The website load time is good.** You can test your website speed and other aspects of your site at https://testmysite.thinkwithgoogle.com/. If your website loads slowly, you are guaranteed to be losing customers. Talk to your website developer, or begin by making sure your photos are the right file size for online use, so that they don't slow down your site's load time.

- ❒ **Check for broken links or missing items.** Use this Broken Link Checker in Chrome: https://chrome.google.com/webstore/detail/check-my-links/ojkcdipcgfaekbeaelaapakgnjflfglf?hl=en. Simply click and add the extension to Chrome when prompted. Then go to your website URL within Chrome and use the icon to check for broken links, which can negatively impact your search results.

- ❒ **The website has a clear call to action.** What is the goal of someone visiting your website? Is it to order product, contact you for a demo, or ask for more information? Your website should have clear calls to action that are highly visible. Examples include buttons that read: "Request Information," "Obtain a Free Trial," or "Buy Now."

- ❒ **Use web forms to capture leads.** For many small businesses it may take time for web visitors to become customers (this is called conversion or converting leads). If you are an "immediate" service business (e.g., a restaurant) web forms may not be critical. In contrast, if your customers need to get to know more about you or need education about your products or services before making a purchase, web forms allow you to capture who is coming to your website and what they are interested in. When visitors come to your site, they are expressing some level of interest in your offerings, but they might not be ready to buy. That said, they might be willing to identify themselves by giving you their email address, if you offer them something in return: a piece of content, a demo, a quote, etc. Site visitors' email addresses are digital marketing "gold" because you can use them in email marketing campaigns, social media campaigns, etc. Website creation tools that are mentioned in this document have easy-to-use options for creating web forms.

WORKSHEET—Social Media Platform Selection

Select up to three social media platforms that you believe are the best fit for your business. This is a starting point, and you can expand your efforts over time.

1. Platform: _____ Why: _____

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2. Platform: _____ Why: _____

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3. Platform: _____ Why: _____

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WORKSHEET—Digital Marketing Strategy

Starting with Digital Marketing can be overwhelming if you try to do too much at once. This worksheet can help you create a manageable starting point for your digital marketing, considering the resources you have available.

Channel:		Strategies:	Timeline:
Website			
Email Marketing			
Online Business Directories			
Social Media			