

Digital Marketing Performance CHECKLIST



Web Presence

- My digital channels are optimised and easy to be found
- My digital content is remarkable and memorable
- My business has positive and inspiring reviews and testimonials

Branding and Messaging

- My brand identity is consistent branding across all channels
- My core messages deliver my business' value proposition
- My content is engaging and supports my business values
- My brand stories adds value and increase brand profile and visibility

Positioning

- My USP combines what my business does and what my target audience wants
- My business stands out from the competition
- My content positions my business as an expert in my field
- My content uses relevant keywords

Search Marketing

- My website is optimised and credible in the eyes of search engines
- My website is placed in the top search results boosting traffic and enhancing my online presence
- I have links to my website and citations on referring sites that aims to increase relevant traffic
- My content uses relevant keywords making it easily findable

Digital Marketing Management

- I have a clear digital marketing plan that supports my business strategic intent
- My team uses an agile methodology to adapt quickly

Social Media

- My brand is present on relevant social media platforms
- My social media account profiles are optimised to build trust and credibility around my brand
- I have an engaged community of followers across all social media channels
- My content is consistent and appealing, it engages and encourages the audience to take action

Email Marketing

- My email communication has a clear purpose and objectives that define the suitable email type to use for an effective communication
- My subject lines are catchy, attracting the audience's attention and making them want to open the email to learn more
- My email body is engaging and keep the audience interested with a relevant message and appealing media
- My email has a single call-to-action encouraging the audience to take action

Digital Content

- My messages are strategic and intentional, they are aligned with my overall digital marketing objectives using relevant keywords
- My content has appealing media making it remarkable to attract my ideal customer's attention and boost my brand recognition
- My assets are relevant and valuable demonstrating my brand's authority, building trust and credibility and stimulating interest

- My business uses efficient digital monitoring tools to measure success
- My team uses systemised reporting to monitor performance
- My team has clear accountabilities and effective allocation of resources