

Online Marketing Checklist

Build Your Audience & Create Conversations

Lead Capture - Lead Nurture - Lead Conversion

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Build an Audience & Create Conversations

This checklist will help you dominate Google, YouTube, Facebook, and Instagram so your business can grow. Use this checklist as a guide to a complete online marketing campaign.

A good marketing campaign delivers the right creatives at the right time.

We see too many companies spend large amounts of money on the creative, yet fail miserably on the delivery.

Our simple checklist is going help you execute a marketing campaign that works. Your goals should be to build an audience and create a conversation. Conversations create closings!

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

After that...we will begin to locate your target audience. We break marketing down into 3 steps.

1. Lead Capture - Lead Nurture - Lead Conversions

When you place your message infant of the right audience at the right time your business will grow.

Let's get started.

Confuse You Lose

Start with your message

How is your message? Is it clear or is it confusing?

Great marketing campaigns have to focus on one thing, not a bunch of things. You have to be very clear on what you do, and how you benefit your customer.

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 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 your website 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, Bright Local 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

Lead Capture

Lead capture is where marketing begins. Without a leads, you can not create a sale. What is a lead? It can be a form fill, a phone call, a text message, a Facebook comment or chat etc.

- Create your offer that is compelling
- Build landing pages to match offers
- Build out advertorials
- Create Typeforms or Surveys
- Build out CRM system in REDUP

Start your campaign

- Google Ads (Search, display, and Video)
- Google Maps
- Facebook Posts and Ads
- Instagram Posts and Ads
- YouTube Videos and Ads
- Organic Search (SEO, Search Engine Optimization)

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.

Lead Nurture

New customers can take time to decide to buy your product or service. They don't come quickly. As a business owner, we tend to underestimate the how long the customer journey takes. So we give up, quit too earlier, or built a marketing campaign based off of short term gains. That's why you need a Lead Nurturing campaign in place.

Built out:

- Display Ads
- CRM followup in REDUP (Text, Voice Broadcasts, Email etc)
- Content to establish authority
 - Answer top 10 questions of customers
 - Create Blogs
 - Create Tutorial Videos

Start Campaigns:

- Google Display remarketing campaign
- Google Remarketing for search ads
- Facebook Remarketing campaign
- Instagram Remarketing Campaign
- YouTube Remarketing campaign
- Email Follow up sequence
- Calls and Text messages (6 to 20 touches)

Your goal is 20 touches. Leads need to be nurtured into customers.

Lead Conversion

If you do Lead Capture and Lead Nurture correctly, lead conversion will take care of its self.

- Google Reviews
- Client Testimonials
- Shock and Awe Package
- Up Sells Increase Lifetime Customer Value
- Customer Success and Satisfaction

We can help!

If you would like us to run your marketing campaign or need a USP, we can help!

Get a **FREE online marketing proposal** by visiting Marketingbyred.com

Have a good day

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