

A man and a woman are sitting at a wooden table in a bright, modern office setting. The man, on the left, is wearing a dark green button-down shirt and has a beard. He is smiling and looking towards the woman. The woman, on the right, is wearing an orange long-sleeved top and is holding a tablet computer. She is also smiling and looking at the tablet. On the table in front of them is a small potted succulent. The background shows a window with sheer curtains and a yellow chair.

The Definitive Data-Minded Digital Marketing Checklist

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There are very few consistencies across industries, products, and services, but the need for a digital marketing plan is one. Before drawing up that plan, it's helpful to know what digital marketing is and how your business can best implement a digital marketing strategy. Digital marketing is simply marketing methods deployed and received using electronic devices and online marketing that reaches consumers over the Internet. According to [Pew Research](#), 95% of Americans use the Internet, so regardless of your industry, your customers can be found online.



So, where are your customers online? A coherent digital marketing strategy will put your business in front of the right audience, maximizing your return on marketing investment (ROI). Some digital marketing tactics, like email marketing, have an ROI of 4200%. There are a few different channels for digital marketing, and any strategy will utilize various channels.

But, like your favorite apps, the digital marketing landscape constantly changes. Sometimes, those updates make finding and attracting potential customers easier, while other changes can create challenges and frustration.

The rise of platforms like TikTok, the changes at X, and the policies around cookies all provide challenges and opportunities. That's why a clear plan is necessary before beginning any digital marketing campaigns. Build your plan by downloading the digital marketing checklist below, recognizing that each step should be viewed in the context of accurate data and considering the goals of your campaign.

The Digital Marketing Checklist for Smashing Outcomes

Don't give competitors an inch this year—grow your advantage or surpass goals with this digital marketing checklist by your side.



Review and Optimize Current Website and Branding

Ultimately, a digital marketing strategy involves familiarizing potential customers with your business and converting that familiarity into trust. [76% of consumers](#) say easy navigation is their primary desire from a website, so ensure smooth navigation for all user types on your website.



Ensure Your Business is Ready for Search Engine Optimization

Almost no one scrolls down through the first page of search results, and over half of searchers only visit one page during their search. Being Search Engine Optimized ensures that your business appears at the top of the results. A truly optimized business will also be ready for searches that take place on social media platforms, as roughly 40% of young users turn to TikTok and Instagram for searches.



Select Your Content Marketing Channels

A solid digital marketing plan means having a presence on familiar and newly popular social media platforms and your website. Blogs offer a great way to generate content that can optimize your website for searches while providing you with content for other platforms. Blogs might also provide a jumping-off point for a strong email marketing campaign. The average ROI for an email marketing campaign is \$38 for every dollar spent.

Regardless of which channels your business selects, consistency is key. A handful of podcast episodes years apart doesn't signal a trustworthy brand. Likewise, ensuring the voice and tone match across content platforms helps build a cohesive and trustworthy brand.



Consider Paid Digital Marketing

Paid digital marketing channels offer a path to go beyond the organic traffic you might receive from great SEO. Search Engine Marketing offers an alternate path to the top of results with your page advertised on selected keyword searches.

Another avenue to consider is paid digital marketing on social media platforms. Sound, data-informed decisions will clarify which platforms to target, who on those platforms to target, and whether paid posts, influencers, or both provide the best ROI.



Ensure Quality Customer Service

Once customers find you, their experience should be considered part of the digital marketing strategy. While any good business has an active interest in its customer service, including it in the digital marketing strategy allows you to convert positive customer experiences into new and repeat customers.



Leverage Data to Make Informed Decisions and Remain Agile

Okay, now that you've understood what your digital marketing strategy might look like based on your business's capacity, data is where you narrow the focus. Strong data collection and analysis practices will allow you to consider and reconsider each point above armed with data about your customer base. We can leverage data to understand better what our website should look like. Research shows that 15% of all internet users are mobile-only, so your website needs to be optimized for mobile users.

Content should also be approached through a data lens. With the average American [estimated to have 1.86 email accounts](#), and YouTube's predominance across all age demographics, it might make sense to create an email campaign and YouTube-ready content to reach a broad audience.

An agile digital marketing plan incorporates data into planning, execution, and assessment. Data informs what content is placed where, what paid marketing to utilize, and the look and feel of the website.



DIGITAL MARKETING CHECKLIST:

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- Ensure Your Business is Ready for Search Engine Optimization
- Select Your Content Marketing Channels
- Consider Paid Digital Marketing
- Ensure Quality Customer Service
- Leverage Data to Make Informed Decisions and Remain Agile