



CHECKLIST

Digital Marketing

The essential steps to supercharge
your business growth online.





WELCOME TO ALOTECH,

Digital marketing doesn't have to be a pain.

By having a strong digital foundation and a robust marketing strategy, you will accelerate your business growth.

Ready to grow your business with effective digital marketing?

Our Digital Marketing Checklist gives you a clear idea of how to define a successful strategy. It begins with clearly stating how you help customers and building a strong presence around it.

Once the foundation is set, it is time to grow your business by following 3 simple acquisition steps.

1. Capture
2. Nurture
3. Conversion

Avoid expensive, unnecessary mistakes by creating a personable marketing strategy that will separate your business from the rest.

Our Digital Marketing Checklist will help you:

- Focus on growth, not fads.
- Be seen as the expert in your field.
- Gain a reliable stream of new customers.
- And much more!

It is Alotech's vision to guide you forward towards your business goals.

Let's make it happen.



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DEFINE YOUR VALUE PROPOSITION

Your business exists to help customers.

Your **Value Proposition** messaging has to be clear, unique, and to the point. Focus on communicating what you do and how your customers can benefit from your products or services in an easy-to-understand way.

This messaging will be the first thing users see when visiting your platforms, so make it unforgettable.

The *Value Proposition Messaging* action steps ensure your customers know who you are, no matter where they find you:

- Value Proposition
 - Does it say what you do?
 - Does it state the benefit?
 - Is it unique and clear?
 - Is it short? (5-7 words)

- Placing your Value Proposition
 - Website Hero Section
 - Social Media Pages
 - Public Relations Campaigns
 - Traditional Marketing Avenues
 - Explainer Video

ACTION ITEM Write your Value Proposition:



THE DIGITAL FOUNDATION

Setting up your digital presence correctly from the start will give you a massive advantage to advertise and increase your brand awareness. A good foundation will also help you track how customers interact with you in the digital space.

The *Digital Foundation* action steps give you the basics to help get yourself seen in the digital world:

- Website Security
 - SSL Certificate
 - Updated Plugins, PHP, and Cybersecurity
 - Website is Accessibility and ADA Compliant

- Website Indexing
 - Sitemap in Google Search Console
 - Sitemap in Bing Webmaster
 - Google and GTmetrix Page Speed Tests
 - On-Page SEO: HTML Tags, Keywords, Metadata

- Google Marketing Platform
 - Connect Google Tag Manager
 - Connect Google Analytics
 - Set up Conversion Tracking (calls, leads, etc.)
 - Create Visitor and Conversion Audiences
 - Connect Google Ads

- Google My Business
 - Profile set up and company details
 - Add pictures and create citations

- Meta Business Manager (formerly Facebook Business)
 - Create a Meta Business Manager account
 - Set up Pixel and connect it to Google Tag Manager
 - Link your Facebook and Instagram pages
 - Set up Ads Account, Billing, and Verify Domain



CUSTOMER-FRIENDLY WEBSITE

There is a science behind building a website that ranks high on search engines and improves the customer experience. The key is to make it as easy as possible for your visitors to navigate your site, learn from you, and access information.

The *Customer-Friendly Website* action steps will help your site run smoothly and ensure your customer enjoy browsing it:

- Buy your Domain and Hosting
 - Point the domain to the hosting platform
 - Buy and add the SSL Certificate

- Activate SEO features and Mobile Optimization
 - Ensure your site can be crawled by search engines
 - Add Page Metadata and Image Alt Tags
 - Optimize the site for tablet and mobile screens

- Place Customer Resources on the Homepage (if applicable)
 - Customer Portal
 - Scheduling
 - Location Finder
 - Online Payments
 - Contact Information

- Educate your Customers
 - Educational Blogs
 - Product/Service Explainer Articles

- Foster Community Engagement
 - Latest Company News
 - Giving Back Initiatives



BE A MEDIA LEADER

Quality content is one of the key differentiators in the digital space, especially in business. Educate your customers on your products and services and why should you be their go-to expert.

Organization, consistency, and a defined strategy will yield incredible results in the long run. It is also important to make your content relatable and avoid stock images or videos.

There is a huge opportunity for businesses to better utilize media and improve their brands. The *Media Leader* action steps outline the basics:

- Define a Content Strategy
 - Platforms
 - Content Types
 - Frequency
 - Goals & KPIs

- x1-x4 Educational Blog posts/month (min. 800 words)
 - Optimize Blog posts for SEO (links, meta tags)
 - Share Blog posts on Social Media

- Social Media posting
 - x2/x3 Facebook and Instagram posts a week
 - Daily Facebook and Instagram stories
 - Facebook and Instagram Brand Awareness ads

- Video Content
 - Product/Service Explainer videos
 - Testimonial videos
 - Employee and Culture videos



META BUSINESS SUITE

Facebook and Instagram are the most-used social media platforms in the United States. The perception of your digital brand will be closely tied to how good your strategy is on these platforms.

The *Meta* action steps outline the basics of creating an efficient Facebook and Instagram strategy:

META BUSINESS SUITE

- Create a Meta Business Suite account
 - Create an Ad Account through Ads Manager
 - Connect the Pixel to your website
 - Verify your website's Domain
 - Add a Payment Method
 - Set up Custom Conversions and Audiences

FACEBOOK & INSTAGRAM PAGES

- Link your Facebook & Instagram pages to Business Suite
 - Update your profile picture, cover, and business details
- Publish x2/x3 posts a week and daily stories
- Engage with your audience and ask for reviews

META ADS

- Define your Digital Advertising Strategy
 - Campaign Types and Budgets
 - Target Demographics, Geotargeting, and Retargeting
 - Ad Creatives
 - Reporting and KPIs



GOOGLE MARKETING PLATFORMS

Google excels at getting you found when visitors are actively looking for what you offer.

The *Google Marketing* action steps will help you set up and use Google My Business and Google Ads efficiently:

GOOGLE MY BUSINESS

- Set up a company profile and fill out your details
 - Add pictures and create citations (Google Maps)
 - Stay on top of Open Hours changes and updates
- Respond to all Reviews

GOOGLE ADS

- Create a Google Ads account and link it to Analytics
 - Set up Audience and Retargeting Lists
 - Perform Keyword Research and set up Exclusion Lists
- Define Your Ad Campaign Strategy
 - Campaign Types and YouTube Retargeting
 - Add Search Terms and Negative Keywords
 - Use Broad Modify, Phrase, and Exact Match modifiers
 - Adjust Bidding and Budgets
 - Location Targeting and Audience Interests
 - Write clear Headlines and Descriptions
- Performance Tracking
 - Add new Search Terms and Negative Keywords
 - Cost Per Click, Click Through Rates, Conversion Rates
 - Optimize your Audiences and Ads Copy



THE POWER OF VIDEO

Video is more popular than ever, a personable and consistent video strategy will separate your company from the rest.

Videos will help your brand awareness, but be smart with your content, a cookie-cutter video might not connect to your audience as a more trendy video might.

That is why it is imperative to first define a strategy that allows you to maximize content for the audience and platforms you advertise on.

The *Video* action steps give you the basics to have YouTube drive your video strategy:

YOUTUBE IS THE NEW TV

- Your YouTube Account
 - Update the channel icon, cover, description, and links
 - Set up channel keywords and upload defaults
 - Link Google Analytics and Google Ads accounts

- Publishing Videos
 - Write catchy Titles and Descriptions
 - Create eye-grabbing Thumbnails
 - Add Cards, Annotations, Keywords, and Notes

- Advertise videos on Google Ads
 - Set up Video Campaigns
 - Define your audience via Placements
 - Ensure the advertised video isn't too long



CUSTOMER EXPERIENCE

To increase trust, enable your teams to stay in touch with customers outside of the time they are interacting with your business.

Here are some action steps that you can take to improve the customer experience outside of the visit setting:

- Set up and connect your CRM system to your ERP
 - Automate digital workflows
 - Collect customer behavior data
 - Offer Live Chat
 - Follow-up after their purchase

- Create Email Newsletters and Promotional Campaigns
 - Build a newsletter to keep customers in the loop
 - Offer promotions and deals to select customers

- Automate Scheduling and Checkout Processes
 - Allow customers to schedule themselves
 - Automate appointment reminders via SMS and email
 - Have an FAQ section

- Increase your Positive Reviews
 - Automate review requests
 - Send post-purchase satisfaction surveys



LEAD GEN - STEP #1: CAPTURE

Once the foundation is in place, you can start advertising and know that you will get quality leads. Lead Generation is the fastest way to grow your business when set up correctly.

A lead can come in many forms (i.e., form fill, call, Facebook message, etc.), but it is important to identify which type converts to a customer the most.

Here are the crucial elements that will help capture leads:

- Landing Pages
 - Define and communicate your offer
 - Place Forms for your leads to fill in their information
 - Ensure the right person gets the lead's information

- Advertise the Landing Page
 - Create ads for a specific offer or service
 - Google Ads (Search, Display, and Video)
 - Google Maps Ads
 - Meta Ads (Facebook and Instagram)
 - TikTok Ads

- Direct Organic Traffic to Your Landing Page
 - Link the page to your Social Media posts
 - Improve your SEO (via blogs, backlinks, etc.)
 - Increase your positive reviews



LEAD GEN - STEP #2: NURTURE

Not all leads will be ready to schedule an appointment or use your services right away. That's why it is important to keep educating them on your business.

The good part? By this point, you already have their contact information, so now you can show them offers that are tailored to them. This is called the Nurture Campaign Process.

Here are a few key features of a good Nurture Campaign:

- Google Retargeting Ads
 - Display and Search retargeting ads
 - YouTube retargeting video ads

- Meta Retargeting Ads (Facebook and Instagram)

- CRM Nurture Sequences (5-20 touches)
 - Call and Text Message follow-ups
 - Email follow-ups with promotions and education



LEAD GEN - STEP #3: CONVERSION

Lead conversion will come in the form of an appointment scheduled or purchase. Your staff will be the best resource to contact new leads and schedule them.

After their purchase, ask for a review or testimonial, and don't forget to keep marketing to past customers to bring them back.

In a nutshell, here are the most important things to do to convert and retain a customer:

CONVERSION

- Have a proactive system to schedule leads (if applicable)
 - Offer Schedule-Yourself tools to leads
 - Have a designated person follow up with leads.









- Send Appointment Reminders to decrease no-shows

- Ask for Google Reviews and Testimonials
 - Perform post-purchase satisfaction surveys

RETENTION

- Keep promoting to customers to increase retention
 - Use your audience and conversion retargeting lists
 - Send Newsletters with offers and updates
 - Invite them to follow you on Social Media
 - Offer referral opportunities

THE 1-PAGE MARKETING PLAN

Before(Prospect)	 1. My Target Market ----- ----- ----- ----- ----- ----- ----- ----- ----- -----	 2. My Message To My Target Market ----- ----- ----- ----- ----- ----- ----- ----- ----- -----	 3. The Media I Will Use To Reach My Target Market ----- ----- ----- ----- ----- ----- ----- ----- ----- -----
	 4. My Lead Capture System ----- ----- ----- ----- ----- ----- ----- ----- ----- -----	 5. My Lead Nurturing System ----- ----- ----- ----- ----- ----- ----- ----- ----- -----	 6. My Sales Conversion Strategy ----- ----- ----- ----- ----- ----- ----- ----- ----- -----
	 7. How I Deliver A World Class Experience ----- ----- ----- ----- ----- ----- ----- ----- ----- -----	 8. How I Increase Customer Lifetime Value ----- ----- ----- ----- ----- ----- ----- ----- ----- -----	 9. How I Orchestrate And Stimulate Referrals ----- ----- ----- ----- ----- ----- ----- ----- ----- -----

Worksheet from "The 1-Page Marketing Plan" by Allan Dib



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