



Grow. Build. Connect

Digital Marketing Strategy Checklist

Digital marketing strategy is a term used to describe the activities that are undertaken to promote a product or service through digital channels. The ultimate goal of a digital marketing strategy is to convert more visitors into customers.

✓ Section	Have You Included?
1. <input type="checkbox"/> Company Strategy	<ul style="list-style-type: none">• SMART goals• SWOT analysis• Mission statement• Action plan• Core values• Resources needed
2. <input type="checkbox"/> Customer Experience	<ul style="list-style-type: none">• Customer data• Buyer persona's• Buyer's journey• Engagement plan• Measurement
3. <input type="checkbox"/> Content Creation	<ul style="list-style-type: none">• Content strategy• Content type• Brand positioning• Owned media value proposition• Action plan
4. <input type="checkbox"/> Channel Promotions	<ul style="list-style-type: none">• Distribution plan• Paid advertising plan• What channels will you use?
5. <input type="checkbox"/> Check-Back Analysis	<ul style="list-style-type: none">• Reassess your business model• Re-examine your content strategy• Measure success• Metrics• Optimization plan