

CLIENTS WEBSITE COMPANY

Solutions to digital marketing

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What have you done to digitally market your business?

- Website
- Sent out emails
- Link to other sites
- Facebook Page for the business
- LinkedIN, Google +, Twitter, Instagram, Pinterest, _____(other social media)
- Have video(s) on YouTube
- Have a blog on the website or by itself
- Change the content on the website monthly or more frequently
- Send digital newsletters
- Host a webinar
- Participate or manage a forum
- Have my business information in my (and employees) email signature
- Have a responsive website (it looks good on a mobile devices)
- Have call to actions on the website, emails, newsletters
- PPC campaign via Google AdWords, Facebook
- Look at the Google Analytics
- Listed in Directories (relevant to your industry)
- Website is healthy(SEO)
- Had user testing or A/B testing
- Have a call to action in the top part of the site
- Have features on your website to engage users and increase their time and movements.
- Do you have lead generators on the site, ie, "sign up for"
- Submitted content to be published
- Partner with compatible companies
- Participate at events