

2021

DIGITAL MARKETING CHECKLIST



WEBSITE DESIGN

Our web design reflects our current brand, messaging, follows current design trends.

WEBSITE MAINTENANCE

Our website is up to date with the latest themes, plugins, features, and more. (Specific to WordPress & Shopify)

OPTIMIZED WEBSITE

Our website is optimized by being mobile friendly, responsive, having correct image sizes, etc.

SEO STRATEGY

Our company currently has an SEO strategy that drives organic traffic to our website.

CONTENT CREATION

Our company currently creates different forms of content to be featured on multiple platforms.

EMAIL CAMPAIGN STRATEGY

We currently connect with new and current customers by sending recurring monthly email campaigns.

SOCIAL MEDIA STRATEGY

We currently connect with new and current customers by promoting content and interacting on different social media platforms for our niche.

PAID MEDIA STRATEGY

We currently drive traffic and generate leads by placing advertisements on different digital platforms.