THE DIGITAL MARKETING STRATEGY ROADMAP

1. THE FOUNDATION: PERSONAS AND MESSAGE
   Fully understand the pain points, challenges, and goals of your ideal customer.

2. USE ADS TO DELIVER THE RIGHT MESSAGE TO THE RIGHT PERSON
   Use Google and Facebook to put the right message in front of the right person at the right time.

3. BE FOUND THROUGH DIRECTORY LISTINGS
   Manage your reputation and provide accurate and consistent information across the web.

4. SUPERCHARGE YOUR BRAND WITH CONTENT
   Position yourself as an expert and build trust with your personas at every stage of the funnel.

5. CREATE A GOOD EXPERIENCE ON YOUR WEBSITE
   Create a positive user experience that leads to conversion. Put your analytics to work, optimize for search, and have a mobile-first mentality.

6. THE LAST STEP: BUILD RELATIONSHIPS
   Consider PR, reaching out to influencers in your industry, or diving in to account based marketing and sales.

See the Full Roadmap and Connect with us at gravitydigital.com/roadmap