

THE DIGITAL MARKETING STRATEGY ROADMAP

1 THE FOUNDATION: PERSONAS AND MESSAGE

Fully understand the pain points, challenges, and goals of your ideal customer.

2 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.

3 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.

4 BE FOUND THROUGH DIRECTORY LISTINGS

Manage your reputation and provide accurate and consistent information across the web.

5 SUPERCHARGE YOUR BRAND WITH CONTENT

Position yourself as an expert and build trust with your personas at every stage of the funnel.

6 THE LAST STEP: BUILD RELATIONSHIPS

Consider PR, reaching out to influencers in your industry, or diving in to account based marketing and sales.

