



# SUCCESSFUL DIGITAL MARKETING STRATEGY CHECKLIST

## Goals

- Clear primary objective defined
- Target audience and personas documented
- Unique value proposition clarified
- KPIs aligned with business goals
- Budget aligned with targets

## Channel & Campaign Planning

- Right channel mix selected (SEO, paid, social, email)
- Funnel mapped (awareness → conversion)
- Messaging consistent across channels
- Landing pages aligned with campaigns
- Retargeting strategy in place

## Website & Conversion

- Mobile-optimized and fast-loading website
- Clear CTAs and conversion paths
- Forms optimized for low friction
- Trust elements included



## Tracking & Data

- Analytics and tracking properly configured
- Conversion goals set
- UTM structure standardized
- Reporting dashboard established

## Optimization & Growth

- A/B testing running
- Performance reviewed regularly
- Budget shifted toward winning campaigns
- Scaling plan documented

