

# SHIFT

# 7

# WEB MARKETING

# STEP

# BLUEPRINT

Use this checklist to see all the steps to build your web marketing asset. See which parts you are missing and focus your attention on them.

STEP 1

## Develop a Digital Strategy

- Strategic Foundations
- Clear Marketing Goal
- Customer Avatars
- Products and Services we are going to market
- Review Current Digital Marketing Performance

STEP 2

## Create a Website that Works

- Set up a website (WordPress)
- Build a Lead Magnet or 2
- Digital Sales Map
- Digital Sales Process Map
- Setup a Landing Page
- Create Exit Pop Ups for email opt ins
- Create a Blog with min 3-5 anchor content posts
- Blog Calendar to ensure consistent content

STEP 3

## Email Marketing is the King

- Set up a regular email newsletter
- Use email auto-responders to nurture
- Create a sales or appointment focused Call To Action email

## STEP 4

# Search Engine Optimisation to drive traffic

- SEO-focused content on your Money Pages
- A list of key phrases that people are searching for
- A plan to increase Domain Authority

## STEP 5

# Engage in Social Media

- Develop a Social Media Strategy
- Select SM Platform/s
- Build Profiles
- Build Awareness: Connect, Follow, Share content, Like, Comments
- Build Credibility: Discussions, Mentions, Post Unique Content

## STEP 6

# Expand into Broadcast Media

- YouTube Channel and Profile
- Video
- Podcast
- Webinars
- Live events

## STEP 7

# Leverage

- Build capability
- Use measurement systems and tools
- Virtual Assistants
- Contractors
- Leverage Tools and software
- Advice

And an **Action Plan** to revisit, refine and improve all 7 steps to continue to amplify your results!