

2017 Marketing Effectiveness Checklist




New year, new leaf. Get your marketing program in tip-top shape to ramp up your results and better reach and convert your audience.

A cohesive marketing program goes a long way in terms of increasing effectiveness. Where do you have gaps in your overall planning? Are you missing a critical strategy, social, or website tactic? Perhaps you could better leverage email to get more eyes on your digital content. Maybe you're having trouble tracking the success of your digital ads and are wasting too much of your budget. Make 2017 the year of improvements! Leverage this Marketing Effectiveness Checklist to find out where you can enhance your marketing program to achieve your revenue and productivity goals.

1. STRATEGY AND PLANNING

- Long-term:** Plan new campaigns every quarter that provide relevant, helpful, and useful digital content for your ideal audience.
Set S.M.A.R.T. goals to improve web traffic and conversions.
- Short-term:** Develop one new action item to improve your overall effectiveness based on data analysis each month.




RESOURCES TO TAKE YOUR STRATEGY AND PLANNING TO THE NEXT LEVEL:

-  [10 Content Strategy Practices That Will Make You a Better Marketer in 2016](#)
-  [How to Set Marketing Goals Based on Business Goals](#)
-  [Beat the Marketing Competition With Data Analysis](#)

2. WEBSITE

- Map the conversion paths of your Buyer Personas and place appropriate conversion opportunities on every page.
- Create an SEO strategy that optimizes webpages for local/national search, depending on your needs.
- Begin to develop a strategy for Growth-Driven Design that would allow you to make consistent, regular updates to your website rather than wholesale redesigns.




RESOURCES TO MAKE YOUR WEBSITE YOUR TOP MARKETING TOOL:

-  [How To Define A Conversion Path](#)
-  [The 8-Step SEO Strategy, Step 1: Define Your Target Audience and Their Needs](#)
-  [Why You Need Growth-Driven Design on Your Website](#)

3. CONTENT AND INBOUND

- Develop a top of the funnel advanced content offer (eBook, whitepaper, webinar, etc.) for each quarter this year.
- Engage your existing contacts with middle of the funnel content to help move them through your sales cycle.
Plan for and publish weekly or bi-weekly blogs with a strong SEO strategy on a consistent basis.
- Optimize conversion funnels to make capturing lead information accessible and efficient.

RESOURCES TO UP YOUR INBOUND AND CONTENT MARKETING GAME:




-  [How to Outline Your Next eBook for Your Inbound Marketing Campaign \(Template Inside\)](#)
-  [How to Create Content for Every Stage of the Buyer's Journey](#)
-  [Turn Your Website Visitors into Leads with the Right Conversion Path](#)



4. SOCIAL

- Schedule regular promotion of your blogs, offers and other content.
- Create a strategy that optimizes social channels — updating images, urls, etc. — and only uses the channels your ideal audience is on.
- Leverage paid, owned, and earned social media opportunities.



RESOURCES TO DEVELOP A STELLAR SOCIAL STRATEGY:

-  [How To Create A Social Media Marketing Plan In 6 Steps](#)
-  [7 Basic Steps To Optimizing Your Social Media Profiles](#)
-  [The Difference Between Earned, Owned & Paid Media \(And Why It Matters for Lead Gen\)](#)

5. EMAIL

- Have a nurture campaign in place for each conversion opportunity on your blog and website.
- Create reengagement emails that you can send to disengaged prospects who meet a set criteria.



RESOURCES TO DELIVER EFFECTIVE EMAIL MARKETING:

-  [7 Amazingly Effective Lead Nurturing Tactics](#)
-  [10 Examples of Email Re-engagement Campaigns You'll Want to Steal](#)





6. OUTBOUND ADVERTISING

- Develop a digital advertising strategy that weighs and evaluates the value of paid social media promotion, digital display, retargeting, Adwords, and more.
- Implement a traceability program, tagging all outbound advertising with appropriate tracking codes and urls.
- Work to reach true sales and marketing alignment.

RESOURCES TO MEASURE YOUR OUTBOUND ADVERTISING SUCCESS:

-  [How to Measure ROI From a Printed Marketing Campaign](#)
-  [How to Set a Service Level Agreement Between Marketing and Sales](#)



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