

# Checklist for Digital Marketing

- What do you have and want from digital marketing?
- From the tables below, tick what you have and circle what you want.
- You then have the steps to fulfill your marketing and business growth goals.

## Digital Marketing Assets

What do you already have for digital marketing? Tick each asset you already have. Asterisk what you want.

|  |                                    |                    |                    |
|--|------------------------------------|--------------------|--------------------|
| Website                                | Email list                         | Facebook following | LinkedIn following |
| Pinterest following                    | Instagram following                | Twitter following  | YouTube following  |
| Google My Business /<br>Google Map Pin | Bing My Business / Bing<br>Map Pin |                    |                    |

## Content Assets

Add numbers to count existing content assets. Write and circle you goal content numbers.

|  |                               |                                   |
|--|-------------------------------|-----------------------------------|
| Web pages  | Blog posts                    | LinkedIn articles with backlink   |
| Facebook images / posts / links                  | Pinterest pin with backlinks  | YouTube transcripts with backlink |
| Twitter tweets with backlinks                    | Email newsletters / sequences | External guest posts              |
| Press Release (Prweb,<br>Presscable, HOTH Press) | Quora post / answer / blog    | eBooks                            |
| Whitepapers                                      | Infographics                  | Podcast episodes                  |
| Checklist  | How to guide                  | Medium ... articles               |
| List post - top 10 x, 5 best tips                |                               |                                   |

## Your Customer Journey

How will you build trust with your audience and enable a call to action?

| Customer Journey     | Example                                 | Your Customer Content for each stage |
|----------------------|---|--------------------------------------|
| <b>Awareness</b>     | Ad, Press Release, List post shared     |                                      |
| <b>Interest</b>      | Guide, eBook, Whitepaper, PDF download  |                                      |
| <b>Consideration</b> | Case Study, datasheet, manual, video    |                                      |
| <b>Evaluation</b>    | Free trial, coupon offer, demonstration |                                      |

Remarketing, follow up emails, follow up social media posts can nurture your audience trust over time. Once the customer journey is refined so that customer acquisition is less than customer profit, then it can scale for business growth.

Created by [Matthew Bulat](https://www.matthewb.id.au/). Much more information at <https://www.matthewb.id.au/> Think Global.

# Content Marketing Case Study Example - Towel Rail

## Keywords

Google Adwords - Keywords Planner - Australian searches per month. <https://adwords.google.com/>

| Keyword                  | Currency | Min search volume | Max search volume | Competition | Competition (indexed value) | Top of page bid (low range) | Top of page bid (high range) |
|--------------------------|----------|-------------------|-------------------|-------------|-----------------------------|-----------------------------|------------------------------|
| towel rack               | AUD      | 1,000             | 10,000            | High        | 100                         | 0.41                        | 0.82                         |
| heated towel rail        | AUD      | 1,000             | 10,000            | High        | 100                         | 0.53                        | 3.02                         |
| free standing towel rack | AUD      | 1,000             | 10,000            | High        | 100                         | 0.25                        | 1.17                         |

Towel rack is the phrase most used by Australians. Google ad clicks to your website can cost \$0.82 each.

## Target Audience

House designers, bathroom designers, renovators, interior designers, early adopter home owners.

## Desired Digital Assets

Website including eCommerce, Facebook business page, Pinterest boards, press release, lead magnet PDFs.

## Desired Content Assets

Web pages for each customer segment. Facebook post sequence, Pinterest boards with images and links to web pages. Syndicated press release monthly. Bathroom design checklist PDF, Bathroom design guide PDF, Towel rail installation PDF.

## Content Headline Ideas

<https://www.matthewb.id.au/marketing/headline-generator.html>

Everything you ever wanted to know about Towel rail. Secrets to fix Damp smelly towels. How to win with More dry towels. 5 Ways to bring Towel rail to the next level. Clever More dry towel solutions to Damp smelly towels.

7 ideas to spark your Advanced towel drying. Examples of Advanced towel drying that will inspire you.

15 Towel rail tips from the pros. 5 Roadblocks to a successful Advanced towel drying. Got a Damp smelly towels? There 5 Towel rail tips will solve it! 1 Simple rule to Advanced towel drying. More dry towel: What it means for your business. Lessons I learnt from Damp smelly towels. 7 most popular ways to Advanced towel drying. Top 4 types of + Towel rail. How to get more More dry towel. How to Advanced towel drying A step by step guide. Get rid of Damp smelly towels once and for all. The complete guide to Towel rail. Checklist for Towel rail. 7 Towel rail mistakes to avoid.

## Customer Journey - Awareness, Interest, Consideration, Evaluation

Press release on new towel rack drying solution. Website. Bathroom design PDF, How to PDF, Coupon sale.

Pinterest image pin, matching webpage, Bathroom design PDF, How to PDF, Coupon first sale.

Facebook post, matching webpage, Bathroom design PDF, How to PDF, Coupon first sale.

Google search / image search, matching webpage, Bathroom design PDF, How to PDF, Coupon first sale.

Facebook ad / Google Search ad / Google Display ad / Google Shopping ad, landing webpage, download guide for email, email sequence, email offers. Plus remarketing to existing website visitors.

