Digital Marketing Checklist

# Drive

□ SEO □ SEM □ PPC □ Social □ Print □ Sales (In-Person) □ Broadcast

# Convert

□ UX □ Landing pages □ CTA’s □ Content □ Customer Journey

# Measure

□ Analytics □ User Testing □ Surveys

# Maintain

□ Rewards □ Loyalty □ Email □ SMS □ Communications □ Social □ App □ Automation



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