







Creating a sustainable practice

Amplify your brand: Holistic digital marketing strategy checklist

	Yes	No	N/A
<p> We have experienced the following issues with our digital marketing strategy:</p> <ul style="list-style-type: none"> • We believe we have great content, but we are not getting engagement • We have invested significant dollars over several months for content that no one reads • We have not seen additional traffic to our website • We have not built new client relationships and additional revenue • Our social posts engage users but don't drive results 	<input type="checkbox"/> 	<input type="checkbox"/> 	<input type="checkbox"/>
<p> Our compelling calls to action (CTAs) have turned paid ads into qualified leads</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Yes	No	N/A
 We have a balanced digital marketing budget that allocates money to content development (including content pillars, related content, blogs), webinars, search engine optimization (SEO), keyword research, pay per click (PPC) ads, and social media engagement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 We have established overall digital marketing goals that tie into our business objectives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 We integrate our digital marketing strategy with our “off-line” marketing strategy (i.e. seminars, client appreciation events, free consultations)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 We have action-oriented calls to action (CTAs) across all of our content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 We actively measure and evaluate our digital marketing efforts and have a process for making adjustments and pivoting if something is not working	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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