FOUNDATIONS FOR ONLINE MARKETING SUCCESS

No matter where you are in your marketing journey, building a solid online marketing foundation requires three main steps: **reviewing** your current status, **creating a plan** to reach your goals, and **executing** your plan. Following these three main steps paves the way to online marketing success.

Review
Your online marketing efforts

Before moving forward, it's important to take a step back and evaluate your current marketing tools and strategies to identify what is working well and what needs improvement. This helps you understand your strengths and weaknesses and allows you to set clear, next steps.

As you review your marketing efforts, ask yourself:

1. Have my marketing efforts been consistent?
2. Are any of my marketing channels more effective than others?
3. Do I need to update or add any additional marketing tools to achieve my goals?

Review

Your online marketing channels and tools

The key tools for successful marketing include (but are not limited to) your social, email, text, and website. These tools allow you to expand your reach by providing opportunities to continuously communicate with your audience and add new people to your lists.

Social

View this as rented land for engagement and awareness. Your social media efforts should:

- Focus on one main channel
- Engage consistently
- Move people to your owned properties: website, email, and text lists.

Questions to ask yourself:

- ☐ Are the right people engaging with my posts?
- ☐ Am I pointing people back to my website?
- ☐ Is one social channel performing better than the others?



Email/Text

Communicate directly with your proprietary contact lists to drive action. When it comes to email/text, you should:

- Use email for longer, more complete information and use text for timely, succinct promotions and communications
- Automate repetitive emails
- Segment lists based on customer interests, demographics, and/or shopping habits

Questions to ask yourself:

- ☐ Am I sending emails/texts regularly?
- ☐ What is my audience clicking on the most?
- ☐ Are subscribers taking the actions I want them to take?



Website

This is your online home base and what people should find when they search for you. Your website should:

- Be mobile-responsive and have a modern design
- Have at least three main pages: Homepage, About Us, Contact

Questions to ask yourself:

- ☐ Does my site have complete and up-to-date information?
- ☐ Are the right people visiting?
- ☐ Where are they coming from?
- ☐ Are visitors taking the next step?
- ☐ Am I using free and paid tools (search ads, review sites, social) to get more visitors?

Plan

Set practical, real-world goals

Having a clear plan is essential to successful marketing. Define realistic, practical goals you want to focus on. This keeps your efforts focused and achievable — remember, done is better than perfect.



Once you have answered these questions, formulate specific goals you want to focus on for the next year (or other pivotal periods of time, like the holiday season, back-to-school season, etc.). Write them down.

1. _____

_____

2. _____

_____

3. _____

_____

4. _____

_____

Example goals:

- **Website:** Optimize for mobile
- **Email/Text:** Add 100 new subscribers
- **Email:** Implement email marketing automation
- **Social:** Create a consistent social media calendar

Execute

Take action in key areas of focus

Execution is where the rubber meets the road. Now that you have defined your goals and created the foundation of your plan, put it into action by allocating resources and consistently implementing your strategy. Scheduling time in your calendar can help you hold yourself accountable. Then, as you work toward your goals, regularly monitor your progress and adjust your plan accordingly.

Create your mobile-responsive website

- ☐ Keep your target audience in mind
- ☐ What should they do next? (Include a clear Call to Action)
- ☐ Test on mobile devices

1

Capture email addresses/mobile numbers from the website and social media

- ☐ Create an offer to attract subscribers: promotion/discount, exclusive content
- ☐ Add sign-up forms and pop-ups to your site
- ☐ Create a sign-up landing page and promote the page on social media
- ☐ Level up with an ad on Facebook/ Instagram

2

Implement email marketing automation

- ☐ Create a welcome series
  - ☐ Email 1: Welcome/delivery
  - ☐ Email 2: Invitation to connect
  - ☐ Email 3: Things to know
- ☐ Birthday/anniversary
- ☐ Abandoned cart

3

Interact and engage on a focused social media channel

- ☐ Repurpose existing content to use on social
- ☐ Raise awareness
- ☐ Support customers
- ☐ Drive action

4

Execute

Maximize productivity

1. Use Artificial Intelligence (AI) to generate ideas and skip writer's block
2. Create a master email template for a consistent, branded reader experience
3. Repurpose your content by using the same piece of content in multiple ways
4. Block time on your calendar specifically dedicated to marketing
5. Implement integrations to help streamline your marketing efforts
6. Review reporting to monitor and fine-tune your efforts
7. Automate redundant tasks
8. Schedule emails, social posts, and texts in advance





Diligently reviewing your marketing strategies and tools, creating a plan to reach your goals, and executing well-defined strategies allows you to establish a strong foundation for online marketing success. Remember to continuously review your efforts so you can adapt your goals and strategies as the online marketing landscape continues to evolve.

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