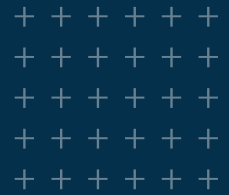


Your Small Business Digital Marketing Checklist



The world of digital marketing changes fast, meaning what was once a great marketing tactic or best practice could no longer work for your small business. If you're not reviewing your digital marketing strategy regularly (at least annually), you could lean on outdated ideas or miss the next big thing that could boost your business.

Of course, keeping track of what's hot and what's not can be difficult for non-marketing professionals, who often face budget, time and operational obstacles to learning.



That's why we've created this simple review checklist for your small or mid-sized business, focused around four crucial questions for any digital marketing strategy:

- 1 Are you meeting **digital benchmarks**?
- 2 Is your website **"healthy"**?
- 3 Are you keeping up with new **privacy regulations**?
- 4 Are you **using video**?

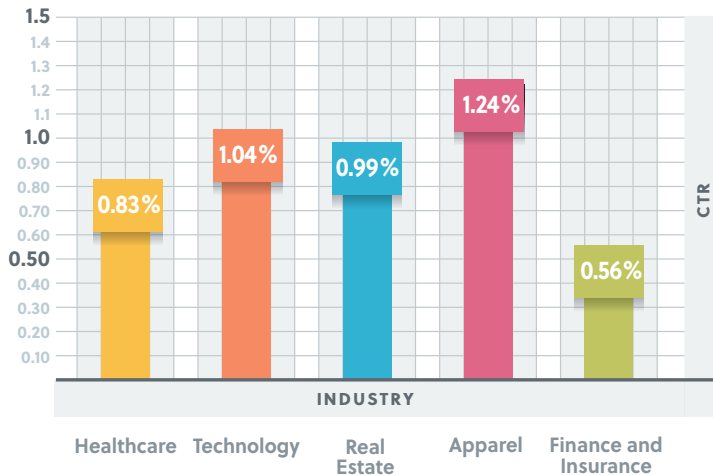
If you do nothing else, tuning up these four areas will keep your digital marketing efforts humming in the months ahead.

1 Are you meeting **digital benchmarks?**

If your main business isn't marketing, it's easy to reach an acceptable level of audience engagement and be satisfied, but that isn't helping you grow. Your marketing investment should **accelerate your business** and open new doors.

As a results-driven, data-focused agency, we track key performance indicators (KPIs) for all of our clients to make sure our strategies are working, and **we think you should, too.**

Facebook Ad CTR by Industry



Source: Wordstream, 2021

Here are five basic goals your digital marketing efforts should be meeting:

- Paid ads are generating an acceptable level of conversions and return on ad spend (ROAS). See average Facebook ad click-thru rates in chart as a starting point.
- Organic blog and social media posts are driving acceptable audience engagement (likes, shares, comments, etc.).
- Website traffic is rising, or at the very least staying steady.
- People are opening and interacting with your e-newsletter at or above industry averages.
- Website landing pages are converting an acceptable percentage of users.

If your marketing efforts are falling short in any of these areas, it's in your best interest to explore why and consider adjustments to your strategy.

2 Is your website “healthy”?

Google’s search algorithm places a heavy emphasis on content quality and links when ranking pages, but it also includes **page experience signals** in its results.

The company recently introduced a new set of metrics, known as “**Core Web Vitals**,” that work to quantify how fast your website loads and how usable it is for visitors.

These include:

Largest Contentful Paint (LCP): A metric referring to how long it takes to render the largest piece of content on a page, which is used to measure general page load time.

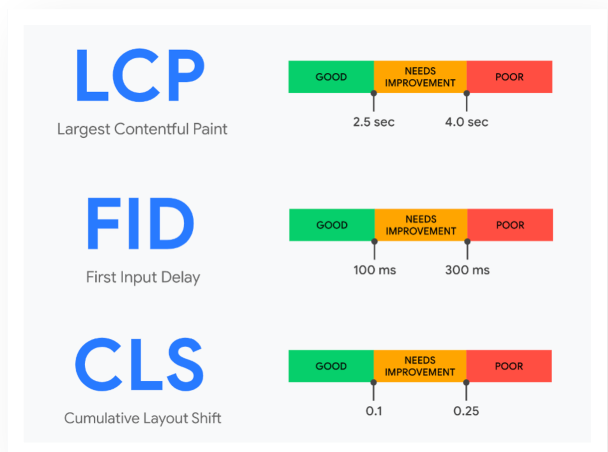
First Input Delay (FID): This metric relates to how quickly a user can click and interact with a page.

Cumulative Layout Shift (CLS): This metric is related to how long it takes for images and content to be stable on the page, which is an important measure of usability.

You can find data on your site’s Core Web Vitals in your Google Search Console account. If your scores are low (see graphic for reference), you’ll want to work with your web developer to make sure your themes, images and other assets are fully optimized to **avoid a ranking penalty** in Google.

Make sure to check these metrics for any substandard scores, which should be a development priority:

- Page-loading speed (LCP)
- Interactivity (FID)
- Visual stability (CLS)



CONTENT

3 Are you keeping up with **privacy changes**?

If you want an example of why it's so important to review your marketing strategy at least once a year, look no further than the **rapid changes in data policy**.

For example, Google has announced plans to phase out third-party cookies, and Apple's iOS 14.5 update makes it more difficult to track user behavior across apps and websites. The fact is, you can no longer rely on data sourced from other platforms to fully understand your customers.

Meanwhile, new data privacy laws in the EU, California, Colorado and Virginia are changing how businesses interact with and collect the data of residents in those territories. If your business operates in one of these states but does not comply with the data privacy law, you could face regulatory fines or penalties.

If you're unsure of your website's status, consider commissioning a GDPR/CCPA site audit, which can identify specific changes that will keep your site in good standing.

While the intricacies of these changes and regulations can mean totally different things for different businesses, here are three things every business needs to do now:

- Ensure your website is compliant with the EU's GDPR law.
- Ensure your website is compliant with California's CCPA law and be ready for new laws in Colorado and Virginia starting in 2023.
- Pivot your strategy to focus on first-party data collection (not third-party cookies or datasets). Get as close to your customers as you can when it comes to data gathering.

"With more data privacy laws going on the books each year, it's important to understand where your customers are and how you're using their data. Do you market to or do business in a state with data privacy laws? If so, how many customers do you reach there? Do you store or sell their data?"

John Osako, President & COO, Informatics Inc.

"Preparing for the latest regulatory wave,"
Corridor Business Journal



4 Are you using video?

We've known that video is the future of the internet for some time, but it seems like we're at a tipping point. People now say they watch an **average of 18 hours** of online video each week, according to Wyzowl, and we know that users are much more likely to watch a video than read content online.

Google now integrates video and images to create dynamic ads across its ecosystem. Meanwhile, **informational and "explainer" videos** are becoming one of the hottest trends in marketing.

If you're not making videos for your business or products, **you're behind**. They don't have to be long or expensive, they just need to answer a question or offer up an insight.



Here's three things your business should be doing now to catch this rising trend:

- Post short videos to your YouTube channel on a regular basis.
- Embed YouTube videos within relevant pages on your website.
- Incorporate YouTube videos into your social media strategy.



Your Small Business Digital Marketing Checklist

Digital Marketing Benchmarks

- Ensure your paid ads are generating an acceptable level of conversions and return on ad spend (ROAS)
- Ensure your blog and social media posts are driving acceptable audience engagement (likes, shares, comments, etc.)
- Ensure your website landing pages are converting an acceptable percentage of users
- Ensure your monthly website traffic is rising, or at the very least staying steady
- Ensure your email newsletter open and engagement rates are performing at or above industry averages

Website Health

Note: These metrics are accessed through Google's Search Console.

- Ensure your pages load as fast as possible (LCP)
- Ensure your page content is usable as quickly as possible (FID)
- Ensure your website is visually stable as quickly as possible (CLS)

Data & Privacy Changes

- Ensure your website is GDPR compliant
- Ensure your website is CCPA compliant
- Restructure your marketing strategy to focus on first-party data collection (not third-party "cookies")

+ +
+ +
+ +
+ +

Video usage

- Post short videos to your YouTube channel on a regular basis
- Embed YouTube videos within relevant pages on your website
- Incorporate YouTube videos into your social media strategy

Reach out to us if you need help improving on any of these points. As a full-service digital agency, we can help optimize your website, analyze your traffic, and build out your marketing and media assets.

informaticsync.com
319.363.3795

 **Informatics**
WE DELIVER RESULTS