



DIGITAL MARKETING ROADMAP



Website

Mobile Optimized
SEO Foundation
Director of First Impressions

Strategic Content

Content is King
SEO Best Practices
4 Types of Content

Business Profile

Google Business
Reputation Management
Industry Reputation Sites

Brand Integrity
Thought Leadership
Talent Acquisition

Google Analytics Done Right
Establish Business Processes
Retargeting & Conversion

Passive vs. Active
A/B Testing
Brand & Imagery

Social Media

Measure Everything

S.E.M.

WEB SITE

This is the foundation of everything you will do digitally.



DOFI

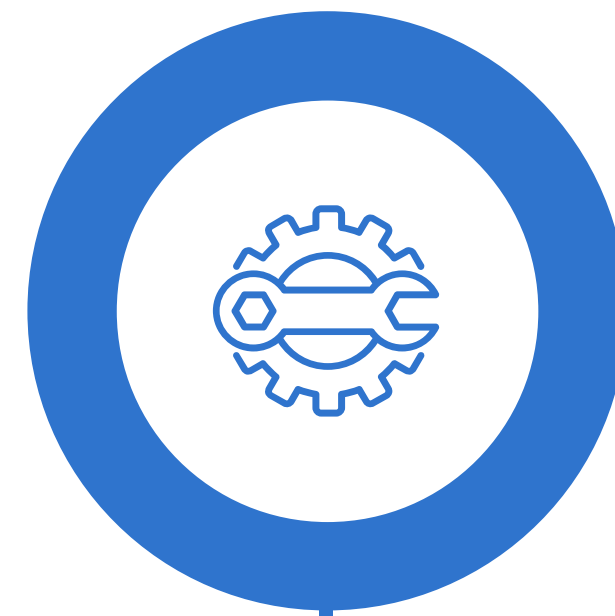
Director of First Impressions.

A 24/7 employee that provides **you** benefits!



Navigation

Synaptic vs. Linear
Sitemap for Search Engines
Mobile (AMP Option)



SEO

Naming Conventions
Linking (cross & inbound)
Meta & Structured Data



Analytics

Google & Facebook pixels
Site submitted to search engines

STRATEGIC CONTENT

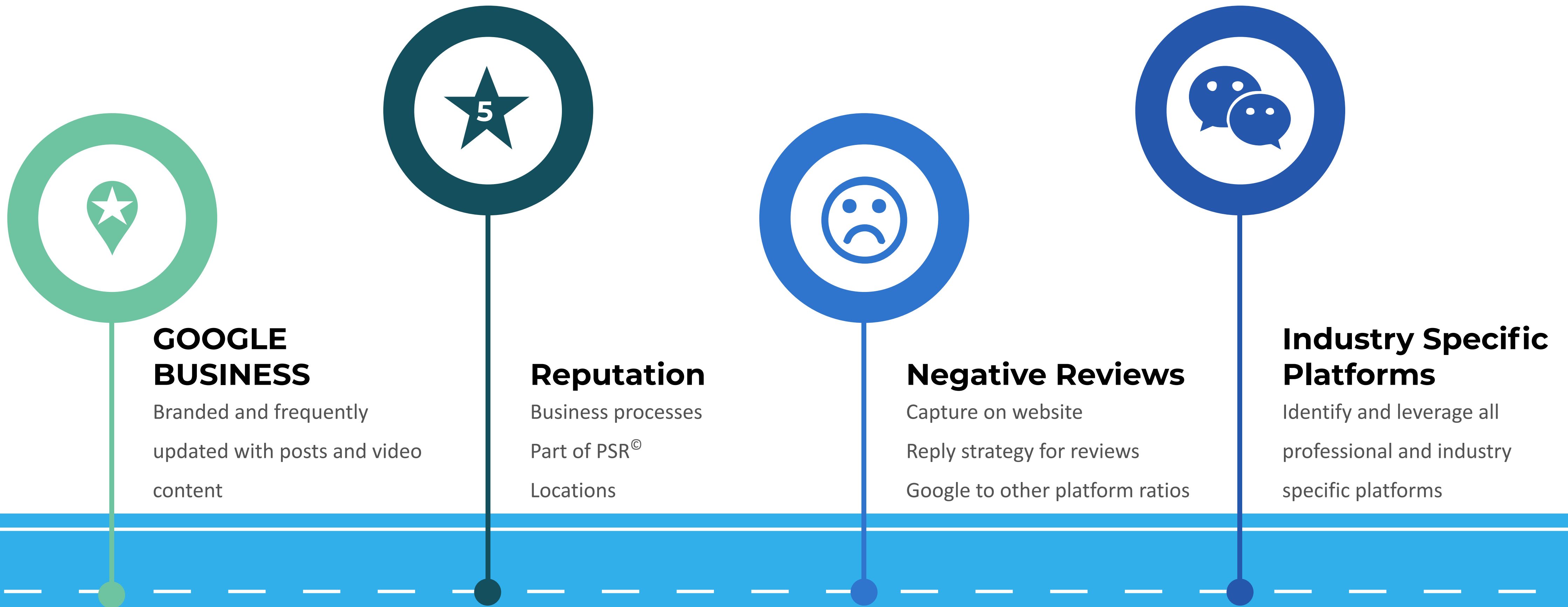
The only way to the top of search engines is a well developed and executed content strategy.



Best practices: structured data, digital assistant and search card content.

BUSINESS REPUTATION

The only way to the top of search engines is a well developed and executed content strategy.



Leverage Social Media platforms for additional thought leadership and positive brand recognition

SOCIAL MEDIA

No all platforms are beneficial.



Facebook

- Personal and business profiles
- Brand Reinforcement
- Content sharing/engagement



Instagram

- Ads
- Ecommerce Platform
- Enhanced visual ads



LinkedIn

- Thought Leadership
- Content Strategy/Expertise
- Executive/Corporate Profiles



Talent Acquisition

- Job postings
- Research tools

*Don't forget newsletters & eblasts.
Best practices: once you start, do not stop*

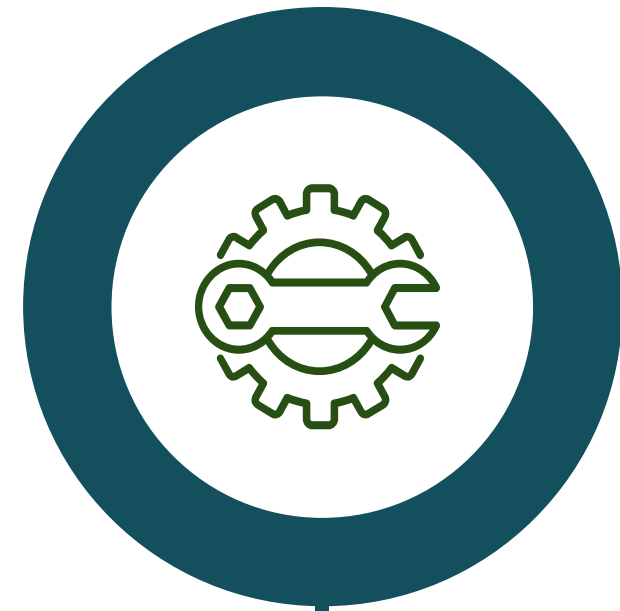
MEASURE EVERYTHING

How we measure of success.



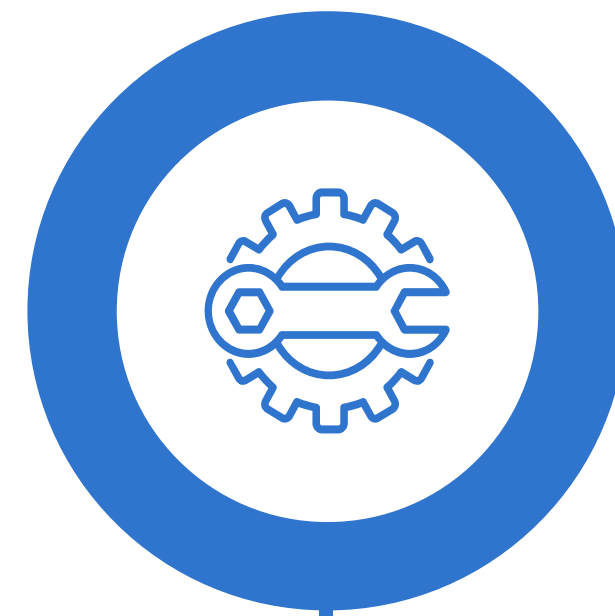
Facebook Pixels

Conversion goals
Tag management



Google Analytics

Conversion goals
Tag management



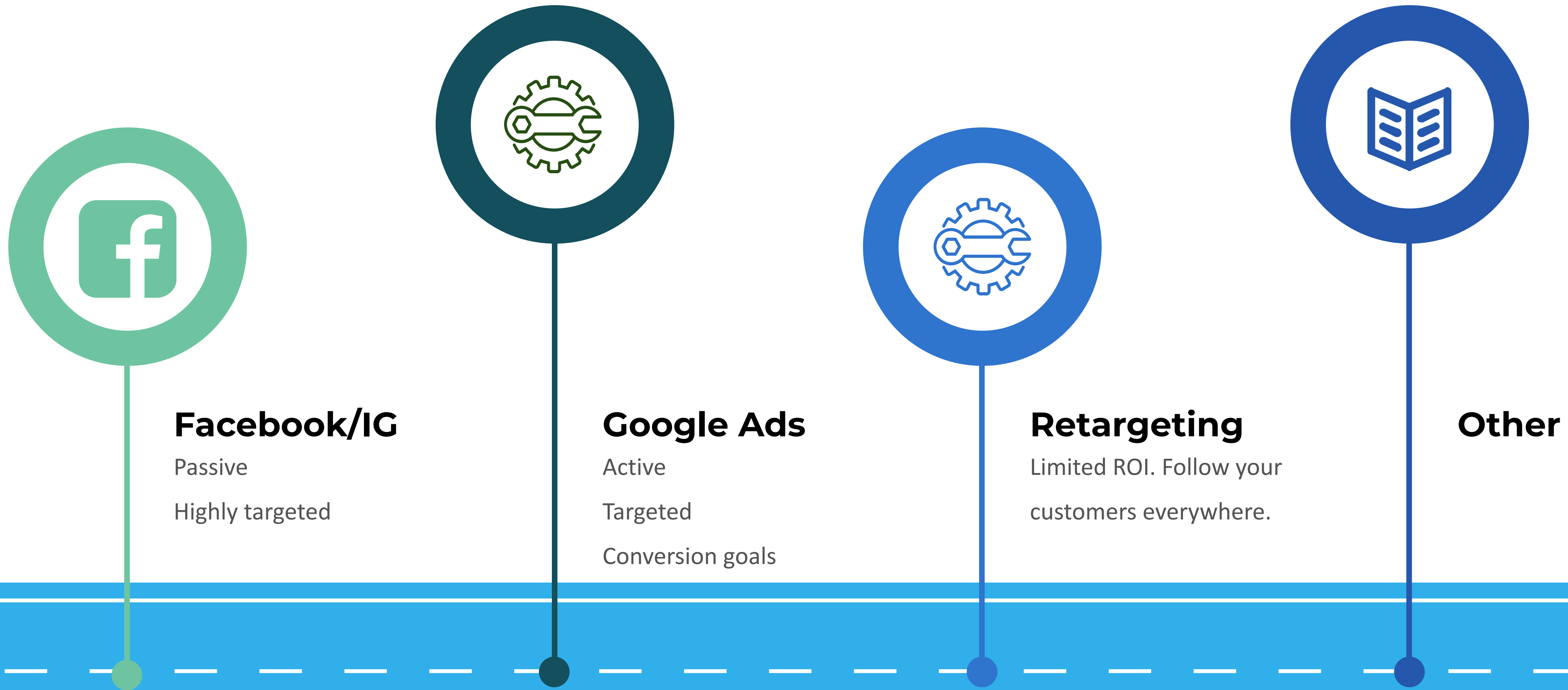
Retargeting

Limited ROI. Follow your
customers everywhere.

Best practices: analytics are powerful and least understood by most

S.E.M.

Ads & clicks



Best practices: Focus on what generates the most revenue

REACHING THE FINISH LINE

You Are Now Here To Stay ●

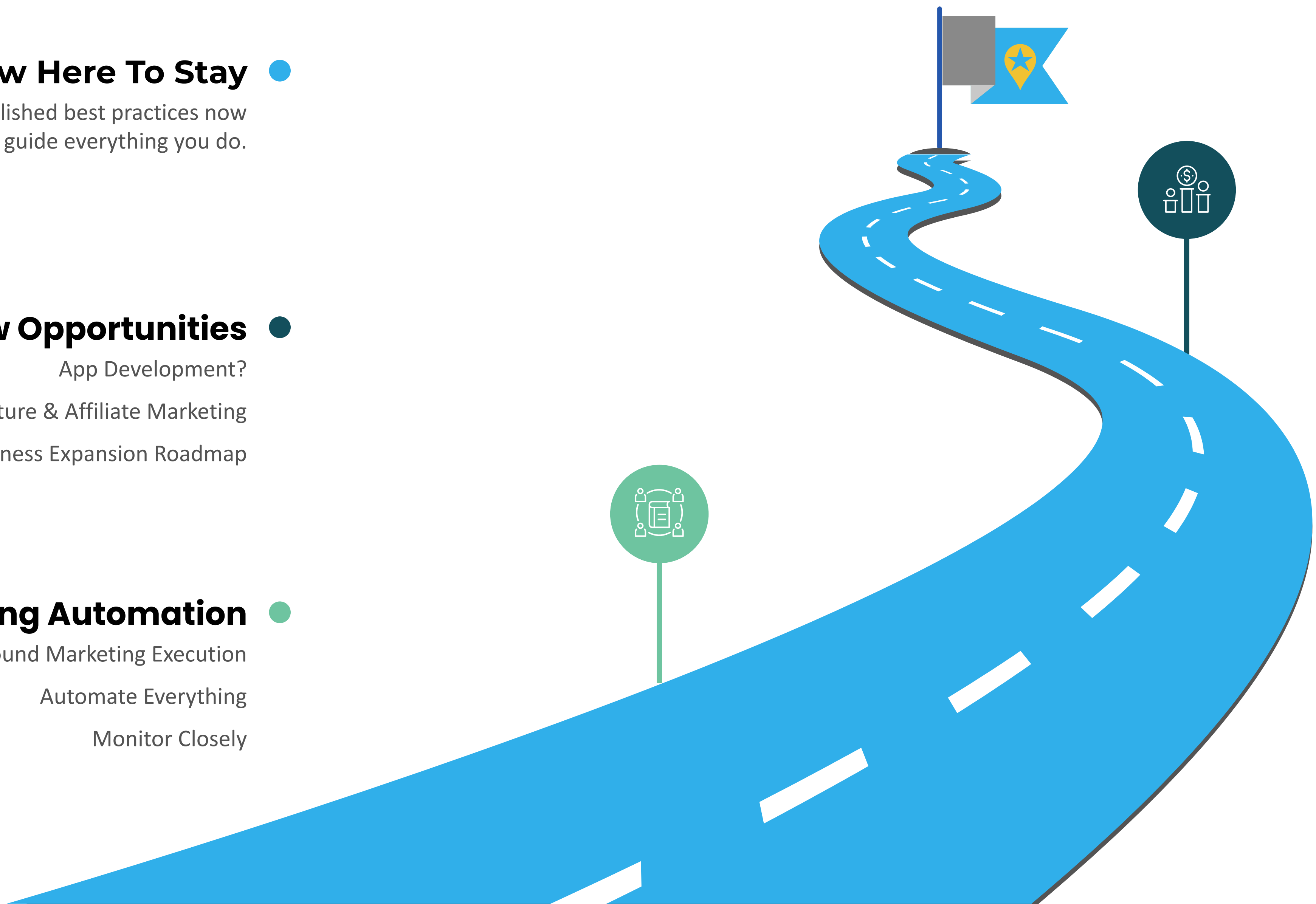
Well established best practices now guide everything you do.

New Opportunities ●

- App Development?
- Joint Venture & Affiliate Marketing
- Business Expansion Roadmap

Marketing Automation ●

- Inbound Marketing Execution
- Automate Everything
- Monitor Closely



REACHING THE FINISH LINE

WRITE YOUR SUBTITLE HERE



YOUR TITLE 01

Green marketing is a practice whereby companies seek to go above beyond.

YOUR TITLE 02

Green marketing is a practice whereby companies seek to go above beyond.



YOUR TITLE 03

Green marketing is a practice whereby companies seek to go above beyond.



YOUR TITLE 04

Green marketing is a practice whereby companies seek to go above beyond.

REACHING THE FINISH LINE

WRITE YOUR SUBTITLE HERE

YOUR TITLE

01

Green marketing is a practice whereby companies seek to go above and beyond traditional.

YOUR TITLE

02

Green marketing is a practice whereby companies seek to go above and beyond traditional.

YOUR TITLE

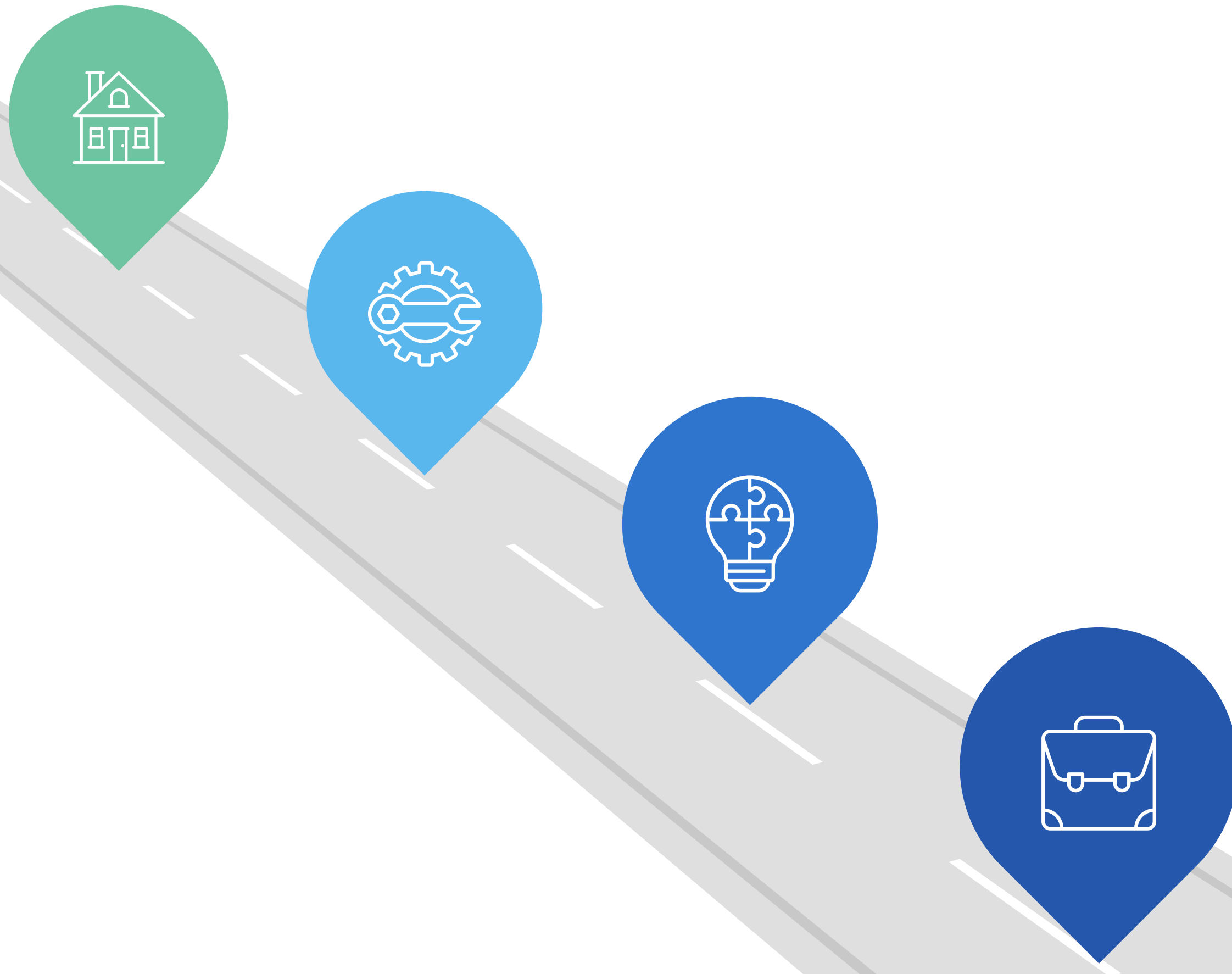
03

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