



*Here's the beginning of a marketing checklist for our customers looking to create a digital presence.*

1. **Develop a website:** Create a website that showcases your products and services. The website should have clear navigation, easy-to-find contact information, and high-quality images.
2. **Optimize for search engines:** Optimize your website with relevant keywords and meta descriptions to improve its search engine ranking.
3. **Create social media accounts:** Create accounts on social media platforms such as Facebook, Twitter, Instagram, and LinkedIn to increase your online presence.
4. **Post-Social Media content:** Share informative and engaging content such as videos, images, and articles related to your products and services to attract potential customers.
5. **User Creative Email Flyers:** Collect email addresses from customers and send out email campaigns to keep them informed about new products, discounts, and special offers. *aka:eBlasts*
6. **Utilize local SEO:** Use local search engine optimization strategies such as claiming your Google My Business listing, listing your store on local directories, and creating location-specific content.
7. **Offer online shopping:** Enable customers to purchase products online through your website or social media accounts.
8. **Provide excellent customer service:** By responding promptly to customer inquiries and feedback through your website, social media accounts, and email.
9. **Monitor and analyze your digital presence:** Use tools such as Google Analytics to track website traffic, engagement on social media, and other key metrics to improve your digital marketing strategy continually.

*We can help with all listed above just give us a call at **888-248-1058***