



7-Point Digital Marketing Action List



1. Landing Pages

Have a website with at least one focused landing page, and include a CTA.

Why?

When someone visits your website, they are usually either looking for general information, or something specific. Your Home and About pages should cover the general part - but don't forget about folks who already know what they need!

Whether you have physical products, services, or are a local destination, have a landing page for each type (or each reason to visit). Once in place, you can drive targeted traffic to these pages and get higher conversion rates.

You definitely NEED to have some sort of Call To Action on every landing page - this is important! Guide them to the next appropriate step, be it contacting you to arrange a meeting, filling out an order form, or getting driving directions to your location.





2. Email List

Use an email campaign platform.

Why?

One common CTA on Landing Pages is to ask the visitor to sign up for your email list. After all, you regularly send out relevant, useful content (or coupons), right?

The idea is to capture your most interested audience so you can continue to reach them efficiently. They may not be ready to make a purchase when they first visit your site, so it is important to be able to make contact again, often multiple times, until they are ready.

[MailerLite](#) has a generous free plan to help you get started!

4. NAP Check

Claim your Google My Business profile and check your NAP

My NAP? What are you talking about?

NAP stands for Name, Address, Phone Number.

NAP is important for because search engines use this data to validate your business, especially for local searches. Your basic contact information should appear consistently across the web so no one is confused by an old address after a move.

<https://support.google.com/business/answer/7091?hl=en>



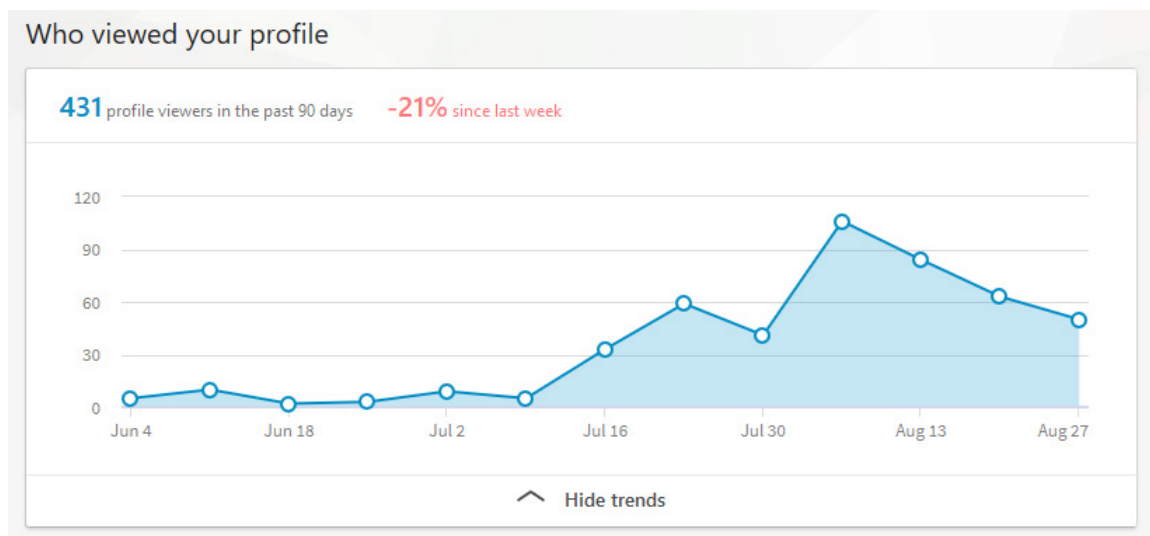
5. Analytics

Know how potential customers are interacting with not only your website, but your email and social media content as well.

How?

Google Analytics or Clicky are great tools for monitoring website traffic. This data can help you identify areas of improvement and see what content is the most interesting to your potential customers.

Your social media and email campaign platforms nearly always have some form of metrics dashboard to help measure engagement.



6. A/B Testing

Compare the performance of your taglines, descriptions, and images.



Why?

If the copy (verbiage) on your website or other marketing materials is something you scratched out quickly 3 years ago and never touched again, you're definitely missing out.

Try a few versions of your content, and use aforementioned Analytics to measure how well each one converts. This part art, part science, but start somewhere.

This works best when you're getting a fair number of eyes on your content, so use short-term paid ads if necessary. Once you know what works, deploy it and see the results! You will want to go through this process occasionally to try new ideas. Worst case, your current version is still the best, and you simply confirm that.

7. CRM

Track your sales and leads.

How?

Are you still using a spreadsheet to organize contact info, project notes, follow-ups, and all the related details?

E-commerce platforms generally have a built-in dashboard, but if you're B2B, a well-fitting CRM will have a huge impact on your sales efficiency. "Well-fitting" in that it needs to have features which match your needs, and a customizable sales pipeline to mirror your real-world process.

We recommend [Hubspot's free CRM](#) as it fits the bill, and works well for us.

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My company, [Nexus Growth Coaching](#), helps small businesses to create a cohesive marketing plan and meet your growth goals.

We do this by recommending strategies and tools, teaching you how to use them effectively.