



# DIGITAL KICKSTART CHECKLIST

## How to Quickly Pivot Your Business to Digital

Many B2B organizations rely on relationship building. When you suddenly can't meet face-to-face - you're left with a need to quickly get your business operational online - fast.

Review our guide, a practical checklist of the essentials to help get your business online quickly so you can keep building and managing relationships when meeting face-to-face isn't possible.

### PURPOSEFUL WEBSITE



Your website is your digital storefront. When launching your digital marketing presence, your website is the crux of all efforts. Does your website need updates?

#### WEBSITE MESSAGING IS CLEAR AND PRECISE

Does your website communicate what you do? Does it pass the "Blink Test" to distinguish and identify your purpose immediately to the users?

#### WEBSITE OFFERS CONVERSION OPPORTUNITIES

What opportunities to contact you are you offering? Most people are reluctant to call or email, but they will submit an online form to be contacted. At a minimum, you need a "Contact Us" or similar option.

#### RESOURCES

- 1) Starting from Scratch? Check out [Wix](#) and [WordPress](#)
- 2) [10 Tips That Can Drastically Improve Your Website's User Experience](#)
- 3) [The Conversion Funnel: Inbound Marketing Basics](#)
- 4) [How to Optimize Your Website Messaging to Increase Conversions](#)

## UTILIZE A CRM



If people are submitting forms to be contacted by your company, how are you capturing their information? How are you tracking your lead follow-ups to ensure people were contacted? A CRM is the best place to do that.

### RESOURCES

- 1) [Is a HubSpot CRM Right For Your Business?](#)
- 2) [HubSpot CRM Product Information](#)

## SOCIAL MEDIA PRESENCE



Not all social media platforms are created the same, and not every channel is needed for all business types. Think about where your personas are likely to spend their social media time and grow your roots there.

LINKEDIN

FACEBOOK

TWITTER

INSTAGRAM

### RESOURCES

- 1) [The Beginner's Guide to Social Media](#)
- 2) [6 LinkedIn Post Ideas To Drive B2B Eyeballs](#)
- 3) [How to monitor social media in 10 minutes a day](#)

## □ SEO STRATEGY



Search Engine Optimization is what gets you visibility within the search results on Google or other search engines. We recommend starting by creating content.

Think like your buyer, conduct some Google searches to see what questions Google recommends, and then write that content.

### RESOURCES

- 1) [Must-Have Digital Marketing Technology to Facilitate SEO](#)
- 2) [B2B SEO Do's and Don'ts](#)
- 3) [Tips for Identifying B2B SEO Keywords](#)

## □ PAID MEDIA STRATEGY: GOOGLE/PPC



Start small. You don't have to spend thousands to get results on paid media. When doing Pay-per-click (PPC), you only pay when you get a click on your ad, so there's little risk to your investment.

### RESOURCES

- 1) [Lake One's Paid Media Glossary](#)
- 2) [Google Ads for Beginners](#)

## □ PAID MEDIA STRATEGY: SOCIAL



Start by "boosting" or "promoting" your existing posts rather than creating a whole new campaign in your most effective social channels.

### RESOURCES

- 1) [Lake One's Guide to LinkedIn Marketing](#)
- 2) [Beginner's Guide to Facebook Advertising](#)

## □ BLOG AND CONTENT STRATEGY



Your blog and content strategy ties into your SEO plan from above. Create a plan to write blogs and downloadable offers (eBooks, checklists, sell sheets, etc.) that include your keywords. Consider answering questions that your targeted audience has through your content in order to make it valuable.

### RESOURCES

- 1) [Inbound Marketing Defined and Why it Works](#)
- 2) [Inbound Marketing Checklist](#)

## □ PROMOTION STRATEGY



How are you going to get your content, website, and brand out into the wild? Social will help, but consider if there are influencers, media outlets, blogs, or related authoritative websites who would be willing to share your content or co-market with you. Reach out to them and make those connections.

### RESOURCES

- 1) [7 Ways To Promote Your Business Online For Free](#)
- 2) [21 Ways to Market Your Business Online](#)