

# SME Digital Marketing Checklist

Your Ultimate Interactive Guide to Stay Organized and Grow Online



## Instructions:

Tick Yes, No, or Not Yet for each item to assess your current digital marketing strategy. Use this as a guide to improve weak areas and stay on top of your game.

### 1. Goals & Planning

Question	Yes	No	Not Yet
Do you have clear and specific digital marketing goals for your business?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you identified Key Performance Indicators (KPIs) to track success	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a set monthly/quarterly budget for marketing?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### 2. Target Audience

Question	Yes	No	Not Yet
Have you defined your target audience and buyer personas?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Do you know where your ideal customers spend time online?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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### 3. Website & SEO

Question	Yes	No	Not Yet
Is your website mobile-friendly and optimized for all devices?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you have clear calls-to-action (CTAs) on your website?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you implemented SEO strategies (keywords, meta tags, alt text)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is Google Analytics set up for performance tracking?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 4. Content Marketing

Question	Yes	No	Not Yet
Do you have a content calendar for regular posting?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are you creating content that addresses customer questions and needs?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are you using relevant keywords in your content?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 5. Social Media Marketing

Question	Yes	No	Not Yet
Are you active on social media platforms where your audience is?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are all your profiles fully optimized (bio, links, contact)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do you post consistently and engage with followers?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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## 6. Email Marketing

Question	Yes	No	Not Yet
Do you have an email list of customers/subscribers?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are you sending regular newsletters or updates?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you set up automated email campaigns (welcome series, follow-ups)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 7. Paid Advertising

Question	Yes	No	Not Yet
Are you running any paid ad campaigns (Google, Meta, etc.)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do you monitor and optimize ad performance regularly?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you analyze data to refine strategies?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 8. Analytics & Tracking

Question	Yes	No	Not Yet
Are you tracking performance on all platforms?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you analyze data to refine strategies?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 9. Customer Relationship & Retargeting

Question	Yes	No	Not Yet
Are you using retargeting ads to re-engage website visitors?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you collect and showcase customer reviews/testimonials?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Are you actively responding to customer comments and messages?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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**Next Step:**

- Review your 'No' and 'Not Yet' responses — these are opportunities to grow!
- Focus on improving these areas to build a solid digital marketing foundation.
- Revisit this checklist monthly to monitor growth.

**Bonus Tip:**

Want step-by-step guidance on any of these areas? Contact us for a FREE consultation! Send a mail to [support@ditrop.ca](mailto:support@ditrop.ca) or visit [sme.ditrop.ca](http://sme.ditrop.ca)