

THE SMART MARKETER CHECKLIST

A Game-Changing Workshop

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The Smart Marketer Checklist

A Game-Changing Workshop

This workbook is intended for use in The Smart Marketer
Checklist workshop only.

THE SMART MARKETER CHECKLIST

A GAME-CHANGING WORKSHOP

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1 | POSITIONING STRATEGY AND MESSAGING

Does your company have a statement of mission?

Are your values well defined?

Do you have a well-defined position in the market you are aiming for?

Have you identified your top three differentiators?

Have you communicated your values to your customers?

2 | BRANDING

Does your corporate brand identity adequately reflect your positioning?

Is your corporate logo widely visible?

Does your website home page reflect your position?

3 | SALES STRATEGY

Do you know what your ideal client looks like?

Do your people know what ideal clients look like?

Does your sales force know where you stand on values?

Do you have structured target marketing in play?

Are your people trained in story brand marketing?

4 | STRATEGY AND BRANDING

Does your website reflect clear and defined goals?

Does your website clearly define your values and goals for job seekers?

Does your website clearly offer your services?

Will a visitor to your website know who you are in five seconds?

Do your copy and content adequately reflect your differentiation?

Does your website showcase your accomplishments?

5 | DESIGN AND COPY

Is your brand message clearly stated on your website?

Do your design and logo stand out?

Is your website easy to navigate?

Is your content responsive?

Do you have separate pages for content?

Are your local offices easily found on your website?

Is all your contact information current?

Are all job openings current?

Do you have engaging content?

Do you maintain current content?

Do you post videos?

Are calls to action clearly visible?

6 | LEAD GENERATION

Are your calls to action compelling?

Are your job searches easily navigable?

Are you optimized with google jobs for your own?

Can candidates apply easily?

Do you have more than one call to action?

Do your blogs encourage responsiveness?

Are your blog's content easy to share?

Do you incorporate candidate skill marketing?

Do you have emailing lists?

Do you have adequate landing pages?

Do you encourage followers on social media?

Can candidates contact you easily?

Do you offer chatbots?

Do you monitor your analytics?

7 | SITE PERFORMANCE

Does your site load in less than three seconds?

Does your design limit images from performing well on mobile?

Do you apply analytics?

Do you check your analytics and performance regularly?

Do you have exit rate strategies in place?

8 | SITE PERFORMANCE AND ON-PAGE SEO

Does your website focus on specific keywords?

Do you regularly track rankings stats?

Do you monitor your trending rates?

Do you use unique meta pages and keywords?

Is Schema used?

Do you have SSL Certification?

Do you regularly work to improve exit rates?

Do you run speed tests regularly?

Do you use appropriate webmaster tools?

Have you submitted Site Maps?

Do you have google webpages for your offices?

9 | CONTENT STRATEGY

Do you regularly add content to your website?

Do you have keyword planning strategies in place?

Do you regularly solicit third-party reviews?

Do you track past performances?

Does your future content base itself on past performance?

Do you actively share your content on social media?

Is your content original to you?

10 | INBOUND LINKS

Do you monitor links that need repair?

Do you plan to build more inbound links?

11 | STRATEGY

Do you have clearly defined social media strategies?

Do you have specific goals?

Do you have strategies in place to achieve these goals?

Is your social media policy clearly understood?

Are you using channels that align with your customers?

Does your content drive traffic?

Do you regularly engage in content sharing?

12 | SOCIAL BRANDING

Are your efforts consistent with brand identity?

Do your social media company profiles remain consistent with your brand?

Do you use brand imaging in your blogs?

13 | CONTENT AND SHARING

Do you have monthly plans for content?

Is your content aligned with the position you want?

Do you consistently create content?

Are you using a variety of content creation?

Do you share content frequently?

Are you measuring the effectiveness of your content?

14 | LINKEDIN

Are you sharing content on LinkedIn?

Do your employees share content?

Are you posting to groups?

Are you published there?

Are you consistently building connections?

Are you sharing media?

15 | FACEBOOK

Are you sharing content here?

Are you posting content?

Do you have a strategy plan for this platform?

Is your content easily shareable?

Are you using ads?

Do you have positive review-building strategies in place?

15 | TWITTER

Do you use this platform in your marketing?

Do you automate sharing?

Do you have strategies to connect with influencers and clients?

Do you encourage team members to participate on this platform?

Do you use this for leveraging?

Do your sales reps use this?

17 | SNAPCHAT AND INSTAGRAM CHANNELS

Are you using these platform channels?

Are you testing on these platforms?

Are you targeting these platforms?

Do you use these to build your brand?

18 | RESULTS

Do you use analytics?

Can you attribute success to social media?

Do you measure time invested on social media?

19 | COMPANY JOB BOARD

Do you regularly post all jobs on your website?

Do you integrate an applicant tracking system?

Are your jobs optimized?

Are your recruiters effectively trained?

Do you test different formats for job applications?

Are your applications available on mobile?

Can your application be completed quickly?

20 | JOB DISTRIBUTION

Are your jobs appearing on boards?

Do you promote your jobs?

Do your recruiters promote jobs?

Do you send alerts?

Do you have job promotion strategies?

Do you have social media platform strategies?

Do you use social media to target candidates?

Do you have a referral program?

Do your recruiters know how to use these programs?

Do you have landing pages for referrals?

Do you promote referrals?

21 | RECRUITMENT ANALYTICS

Are you tracking recruitment spend?

Do you know the cost of applicants?

Do you know conversion rates?

Do you know where you lose candidates?

22 | REPUTATION MANAGEMENT

Do you collect feedback?

Do you have 4 plus star ratings?

Are you aware of your social media ratings?

Do you use follow-up reviews?

Do you share reviews?

Do you use positive reviews?

23 | STRATEGY

Do you have email and sales integration efforts?

Do you use targeted lists?

Do you segment your email marketing?

Do you use positioning?

Do you direct the market?

Do you use one-offs?

Do you automate email?

24 | CONTENT

Do you have newsletters?

Do you have content-based planning?

Do you utilize linking?

Are these consistent?

Are you optimized for mobile?

Do you script emails?

25 | RESULTS

Do you track engagement?

Do you track increases?

Do you provide sales teams with reports?

Do you allow email publications?

Do you collect opt-ins?

26 | SALES AND MARKETING INTEGRATION

Do you incorporate direct marketing strategies?

Do your sales teams have structured processes?

Do your sales team follow consistently?

Are you using multiple channels?

Do you use social media to follow up?

Do you provide tools?

Do you have an engaging marketing program?

Do you follow up with prospects?

27 | CONFERENCES

Do you prepare conference strategies?

Do you identify the best prospects?

Do you drive booth traffic?

Are your displays effective?

Is your display conveying your message?

Do you use leveraging strategies?

Do you follow up leads here?

Do you follow up with sales leads?

28 | LEAD GENERATION STRATEGY

Are you using PPC?

Do you have defined goals?

Do you split test?

Do you use audiences to expand your reach?

Do you have a landing page for these?

Do you evaluate copy?

Do you update ads?

Do you leverage dynamics?

Do you update your strategies?

29 | REMARKETING STRATEGY

Have you installed tracking codes?

Do you use ATS and CRM lists?

Do you tag?

Are you using ad buy targeting?

Do you use keywords here?

Do you use keyword matching?

30 | LEAD GENERATION

Do you track these metrics?

- Impressions
- Actions
- Completions
- User Engagement
- CPM
- Ad Placement
- Relevancy Scoring
- Frequency
- Trends

Have you connected your analytics?

Do you evaluate landing page conversions?
