



DIGITAL MARKETING CHECKLIST FOR MANUFACTURERS



Understand Your Business Well —

- Outline your core offering
- Create your unique selling proposition (USP)
- Identify and make it public why your customers should buy from you – and not from your competitors
- Describe your value additions to customers
- Chart out a well-defined marketing funnel

Website Optimization —

- Identify and incorporate core natural search engine optimization principles into site design
- Follow Google Webmaster Guidelines.
- Stay away from black hat site structure and practices.
- Do not stuff keywords on your pages.
- Ensure that website's load time is under 3 seconds.
- Secure site with an SSL certificate.
- Prepare the website for virus and malware attacks.





Know Your Market

- Create ideal buyers' personas.
- Pinpoint where your customers shop for your offering.
- Assess the size of your market.
- Know the search visibility for your core keywords.
- List down your primary online competitors.

Content Distribution

- Interlink your blog with an RSS feed.
- Build strong profiles in social media including Facebook, Twitter, LinkedIn, Google+, Pinterest, etc.
- Maintain consistent branding across all social media profiles.
- Publish relevant, platform-suited content to each social media business profile.
- Study how to market effectively on each social media channel.
- Cultivate a natural set of authority backlinks
- Make an email marketing program complete with email capture, quality content, and consistent publishing.
- Ensure your content is optimized for local search engines.



Advertising

- Use PPC or SEM to advertise on search engines
- Try remarketing/retargeting on visitors who have formerly visited your site.
- Determine your target cost per sale, cost per lead, or cost per action (CPA).
- Expand advertising on pertinent websites to test new channels.



Use Of Good Analytics

- Mount web analytics tracking snippet on every page you want to track.
- Fix data collection issues as soon as possible.
- Separate key, trackable goals that contribute to your business goals
- Apply goal tracking and event tracking for important business goals.
- If your website processes online orders, then install e-commerce tracking
- Bring in phone tracking to monitor calls when phone leads are significant.
- Identify your top converting traffic sources
- Optimize your crucial pages on your site.



Focus on Conversion

- Validate your conversion goals flow into your marketing funnel.
- Review site design to boost funnel-driven calls
- Ensure primary call to action is on every page of your website.
- Try to keep lead forms and sales process as short as possible.
- Create streamlined checkout process
- Test your conversion planning with tools like heat maps or Optimizely.



About Futurism Technologies

Futurism Technologies is a global business leader, that bringing 360-degree Digital Transformation for business enterprises of various sizes, as well as technology providers by delivering assured business efficiency through a set of new-age technologies. We provide end-to-end high quality and cost-effective IT services to a variety of industries. With state of the art offices in **India, US, UK, Australia, and UAE**, we have become a global trusted partner of our clients by delivering age-defining and convention-defying digital transformation solutions.