

Digital Marketing Challenge Checklist



PHASE 1: CONTENT MARKETING

- Create an account on Canva
- Design a logo for your business
- Integrate the logo on your website and social media pages

PHASE 2: SEARCH ENGINE OPTIMIZATION

- Use Google's Keyword Planner tool to find relevant keywords:
https://ads.google.com/intl/en_cy/home/tools/keyword-planner/
- Add relevant keywords in your page titles and descriptions and remove any unnecessary information.
- Go through your website content and make sure you do not have any spelling mistakes.

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PHASE 3: SOCIAL MEDIA MARKETING

- Create a Facebook business page
- Pick a type of content that is right for your page and create a post
- Watch the video tutorial and boost your Facebook post.
- Create more posts and schedule them for the rest of the month.

PHASE 4: EMAIL MARKETING

- Create a professional email address for your business
- Start building your email list and organise your contacts in different categories.
- Create a newsletter on Canva.