

10 Digital Marketing Tasks YOU CAN'T AFFORD TO SKIP

Marketing takes time...spend it wisely

Time is precious. Time is money. And nowhere is this more true than in marketing. The more time you invest, the better your results. But, that doesn't mean you have to spend all day blogging, tweeting and analyzing metrics. We've broken down which tasks you absolutely cannot skip, how often you need to do them, and how long you should spend on each.

ONCE A DAY

Like a daily vitamin for your marketing, these tasks are little things you can do every day to help boost engagement.

01

SCHEDULE YOUR MESSAGES.

Time: 5-10 minutes daily.

Scheduling social content gives your audience a steady stream of content to like, share and comment on. Marketing automation solutions make scheduling easy. Schedule messages daily, and always include a mix of your own content and other sources.

02

LISTEN WITH INTENT.

Time: 5-10 minutes daily.

“Set it and forget it” doesn’t work when it comes to social media. Listen to what your customers, and your competition, is saying. Focus on your customer’s tweets and mentions of your company and industry.

03

TALK TO SOMEONE.

Time: 5-10 minutes daily.

Social media is a conversation. Spend a few minutes replying to messages and comments you've received. Take special care when replying to negative comments or complaints. Also, welcome and thank new followers and people who shared your content.

ONCE A WEEK

These tactics take more time, but the rewards are bigger. A few hours each week spent blogging, reviewing, and learning can pay off with improved SEO, increased traffic, and smarter marketing.

04

SPEND TIME BLOGGING.

Time: 2-3 hours weekly.

You have time for blogging, if you make it. Keep a weekly appointment for blogging, then sit down and put words on paper (or computer screen). Not sure where to start? Answer common questions and solve problems for customers. They'll thank you for it.

05

LEARN SOMETHING NEW.

Time: 1-2 hours weekly.

Keep your competitive edge by staying sharp on trends in your industry and marketing. Investigate new tools. Read case studies. Watch a webinar. Attend a live presentation. Give yourself space to grow and improve.

06

REVIEW YOUR EFFORTS.

Time: 10-20 minutes weekly.

Reviewing your efforts is essential to improving them. Schedule time every week to compare website traffic, social media engagement, and--most important--incoming leads. Compare these metrics month over month and year over year. What's working? What isn't working? What can you do to improve those numbers?

ONCE A MONTH

Goal-setting, planning, and competitive research are important, but they don't have to happen every day. Set reminders for these monthly tasks to keep your marketing on track.

07

WATCH YOUR COMPETITORS.

Time: 30 minutes monthly.

What are your competitors and peers up to? Bookmark your competitors' blogs, peek at their press releases, and dig into their social media. What are they doing right? What are they doing wrong? Where are the opportunities for your business?

08

REVIEW YOUR GOALS.

Time: 30 minutes monthly.

Your goals help you measure your efforts. Set goals before you begin marketing efforts, and check in on them every month. Are they still relevant? Are they attainable and are you on track to meet them? Is it time to make adjustments?

09 OPTIMIZE.

Time: 1-2 hours monthly.

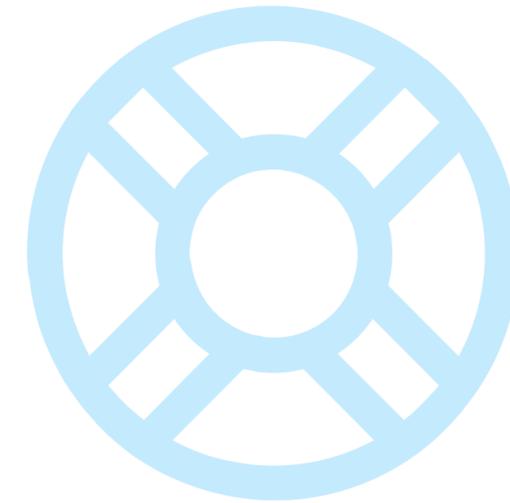
Even if you're wildly successful in your inbound marketing efforts, there's room for improvement. Take a look at your social profiles, your emails, and your landing pages. Spend a few hours a month reviewing, updating, and tweaking where needed.

10 LOOK AHEAD.

Time: 2-6 hours monthly.

What does next month look like? What does the next quarter look like? Plan your marketing campaigns in advance-- what keywords you'll target, the landing pages you'll need, related blog topics, and possible social posts.

NEED A RESCUE?



We're your lifeline. Email our digital marketing team at inbound@bigsea.co and we'll schedule a time to chat about how we can help.