E-commerce Tutorial: Digital Marketplace Checklist

Business name:

Date:

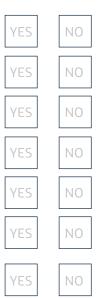|	YES	NO
I have created a digital marketing plan outlining tactics to drive sales, defining target audience, calculating and anticipating costs and setting clear sales targets	YES	NO
I have a testing phase planned following the marketing launch	YES	NO

I have reviewed online measuring metrics to understand how successful my marketing campaigns are, including:

	YES	NO
• Cost per click	YES	NO
• Conversion rate	YES	NO
• Cost per acquisition	YES	NO
• Return on investment	YES	NO
• Other website analytics	YES	NO
• Heatmaps on website pages	YES	NO
• Website audit - paying attention to website optimisation, search functions and SEO optimisation	YES	NO

Digital Marketing Checklist

I have considered a range of options to increase my digital marketing including:

- Awards/Industry Recognition/Quality Standards — YES / NO

- Paid online advertising — YES / NO

- Search engine optimisation and social media marketing — YES / NO

- Client testimonials in text or video format — YES / NO

- Infographics — YES / NO

- eBooks — YES / NO

- Online webinars — YES / NO

- Website chat functionality — YES / NO

- Opt-in email newsletters — YES / NO

- Live chat on your website — YES / NO

- Opt-in email newsletters — YES / NO

- Opt-in promotional — YES / NO

- Blogs — YES / NO

- Vlogs — YES / NO

- Podcasts — YES / NO

- Automation tools for social media content — YES / NO

- Social media influencer marketing — YES / NO

Digital Marketing Checklist

- I have completed the checkout process from the customers perspective to ensure it's logical and user friendly   YES   NO

- I have obtained relevant social media accounts and considered them as part of my digital marketing plan   YES   NO

- I have reviewed analytic packages to help measure the success of digital marketing campaigns   YES   NO

- I have completed the other checklists supplied to ensure my site is considered trusted and secure   YES   NO

Additional checklists are available covering: Online Marketplaces/E-commerce sites, Digital Marketing and Financial/Cyber Security Measures.

For more information on e-commerce and other support available, contact your Client Executive or visit investni.com