

Integrated Digital Marketing Blueprint

Utilize a multichannel approach to integrate your digital marketing strategy and maximize brand exposure

The ideal customer journey:



The recommended timeline and execution:

Weekly

1. Post twice a week on social media:

- You can post the same piece of content on all platforms
- Best types of content:
 - a) Video:
 - Short form: Best on TikTok, Instagram Reels and Youtube Shorts
 - Long-form (interviews or expert discussions): Facebook, Instagram and Youtube
 - b) Brand value (Consumers care about what the brands they interact with stand for and the values they have) - Facebook, Instagram and LinkedIn
 - c) Industry education (articles, learning opportunities) - Facebook, Instagram and LinkedIn
 - d) Infographics - Facebook, Instagram and LinkedIn

2. Send a weekly update email:

- Utilizing a template that addresses recipients by name is recommended

Monthly

1. Post a monthly newsletter on your website:

- Highlight industry news
- Educational information
- Product reviews and case studies
- Budgeting/Accounting/Tax Tips

2. Update and clean mailing list

3. Analyze social media accounts performance and strategically plan for the upcoming month

4. Check that all links on your profile are working correctly

Yearly

1. Revise and update social media profiles and content

2. Website/Email: create a year-in-review newsletter thanking and encouraging clients to connect