

Integrated Digital Marketing Blueprint

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



The ideal customer journey:



2. Recognition

Days later, scrolling again, they see your article about inflation. They click to read and recognize your logo



4. Consideration

After scrolling through other valuable content they fill out their information and join your mailing list



1. Impression

Prospect is scrolling through social media and sees your post about simple personal finance tips



3. Search

They get to the end of the article and see your website is linked and click



5. Purchase

After receiving consistent emails building a relationship and establishing trust, they schedule an appointment

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