

The Digital Marketer's 2021 Checklist



DONE!

What are 3 ways your business is addressing and solving the **evolving needs of your core customers**? How does your website and digital experience reduce friction for your customers?

When did you last perform a **site audit**? By using Google's Webmaster Tools, you can health-check your website's page load speed, mobile friendliness, indexability, and more. These are all Web Vitals that absolutely need to be prioritized in the accelerating digital age as Google continues to roll out algorithm updates.

How many audience segments are you including in your **paid media targeting**, and what portion of these lists are owned by you? Which of your third-party data providers is driving the greatest return for your business, and how can you scale that opportunity this year?

How are you **measuring performance across your digital media spend**, and what have you been doing to quantify the value of upper-funnel tactics? Where can you amend recurring reports to keep a pulse on the bottom-line impacts of these tactics?

What portion of your 2021 budget have you dedicated to **testing new channels and tactics**? If none, are there underperforming tactics from 2020 that can be used to fund your test budget instead?

Is your cross-channel ad copy **messaging directly to the needs of your target audience**, or is it speaking more to your own competitive differentiation? Times have changed! Let your audience know you solve their problems, *fast*.

Where is your audience? Depending on your target segments, new digital solutions such as connected TV are likely the untapped gold mine of reach that can change your marketing game in 2021. Do your market research and be bold this year.