

Digital Marketing Checklist for Publishers

Planning for 2011

For our overall strategy, I know:

- All the players of our digital marketing group
- The strategy and goals of our social media engagement
- Who decides which topics are covered in our social media activities
- Who manages the calendar of SM activities
- The plan for getting my staff trained for the digital shift
- Who gives me a weekly report on the metrics of our digital engagement including the growth in our Twitter followers and Facebook fans, website traffic, blog hits, etc.
- Who helps our authors with digital marketing initiatives
- Who conducts our digital publicity and blogger outreach programs
- Who is responsible for digital innovations
- Who is responsible for the design of web sites, emails newsletters, banners, buttons?



About our website, I know:

- That our website functions both for consumers and the in-house staff
- The manager of our website
- The goals of our website and how they fit with our overall strategy

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- The backup for the website manager
- The username and password of our website
- All the people who have access to the website through username and password
- The teams (internal and external) that are familiar with web-based applications and keeping an eye towards innovation in this area

About our email lists, I know:

- How many mailing lists we have and the number of people on each



- The manager of our in-house mailing lists
- The goals of our email marketing program and how they fit with our overall strategy
- The backup for the email marketing manager
- All the people who have access to our mailing list
- The different applications we use for our email marketing programs and the usernames and passwords for these accounts

About our Facebook page, I know:

- The manager of our company's Facebook page
- The goals of our Facebook page and how they fit with our overall strategy
- The backup for the Facebook page manager

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- All the people who are administrators of the Facebook page and their responsibilities
- That we are engaging with our authors, media and booksellers
- The username and password of the account

About our Twitter feed, I know:



- The manager of our company's Twitter feed
- The goals of our Twitter feed and how they fit with our overall strategy
- The backup for the Twitter manager
- The username and password of the Twitter account
- All the people who have access to the Twitter username and password
- Who is making sure we are building relationships with our vendors and following our competitors on Twitter
- Who is supervising the conversations on employee Twitter handles
- That we are interacting with our authors and supporting their social media activities.

About our company's blog, I know:

- The manager of our company's blog
- The goals of our blog and how they fit with our overall strategy

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- The backup for the blog manager
- All the people who are administrators of the blog
- All the people who contribute to the company blog
- The username and password of the account

About our YouTube account, I know:

- The manager of our YouTube (or other video sharing) account
- The goals of our YouTube account and how they fit with our overall strategy
- The back up for the YouTube account manager
- All the people who have access to the YouTube account
- The video editor(s) and all people who know video editing software
- The username and password of the account

About our photo sharing account, I know:

- The manager of our Flickr (or other photo sharing) account
- The goals of our Flickr account and how they fit with our overall strategy
- The backup for the Flickr account manager
- All the people who have access to the Flickr account



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- The photo editor(s) and all people who know Photoshop or other photo editing software
- The username and password of the account

About our online ad program, I know:

- Who manages the digital ads
- The goals of our digital ads and how they fit with our overall strategy
- The backup for the digital ads manager
- All the people who know the username and password for Google Ads or other online ad accounts

If you checked yes to most of these statements, you're in good shape. You can now focus on planning for the coming year. Spend time assessing what has worked and what needs tweaking. Where you need more resources and what areas you need to expand.

If you did not check off most of these statements, you need to make sure you get this information before moving forward. These elements are a necessity in the coming year. In my opinion, no matter the size of your company you need all the elements for successfully marketing your business. Important tip, however, is that although everything in online marketing is important, each is not equally so. It is essential to develop a plan that works for you and your customers.

For digital marketing to work, it needs to be customized. There is no one-size-fits-all anymore. Good luck. I hope this exercise helps you plan for 2011.