



MARKETING INFRASTRUCTURE CHECKLIST

There are many moving parts to a successful marketing strategy, and having the best infrastructure in place is vital to your company's marketing success. While this list is not extensive, it's a good look at key inbound marketing tactics you should be implementing to see success.

Analytics/Metrics

Virtually every vendor of marketing technology includes analytics as part of their package. The best known is Google Analytics, but there are many comprehensive analytics tools available today. Analytics are a fundamental piece of marketing infrastructure because they give insights into what's working, what's not working, and where your investments are paying off.

☐ Got it. ☐ Need it.

Blog

Data shows that blogging should be a fundamental part of your marketing strategy. Blogs build personal and corporate brands. They are helpful to earn high organic search rankings. They serve as a vehicle for promoting lead generation offers. They can be leveraged for multiple content marketing purposes, as well as sales enablement, and more.

☐ Got it. ☐ Need it.

Branding elements

Branding elements are tangible representations that when used consistently, communicates your brand character to the marketplace. These can include your brand logo, color palette, marketing materials, letterhead, signage, messaging, and so on.

☐ Got it. ☐ Need it.

Buyer Personas

Buyer personas (or target personas) are fictional, generalized representations of ideal customers that are used to internalize the ideal customer you're trying to attract, and to enable relating to customers as real humans. Having a deep understanding of your buyer persona(s) is critical to driving content creation, product development, sales follow up, and customer acquisition retention.

☐ Got it. ☐ Need it.

Case Studies and Testimonials

Case studies and testimonials help to build credibility, while giving prospects some measure of comfort that your company has faced – and solved – problems similar to theirs. Each niche market you serve should have its own set of case studies while live on your website.

☐ Got it. ☐ Need it.

Company Leadership LinkedIn Profiles

LinkedIn profiles need to be constructed from the perspective of the visitor, to give them a sense of skills, abilities, experience, and expertise the company leader brings to the table. Each profile is an opportunity to tell a story.

☐ Got it. ☐ Need it.

Content

Articles, eBooks, whitepapers, videos, checklists, quizzes, infographics... there's no lack of different types of content that can be part of your marketing infrastructure. Today, content marketing builds brands, credibility, and subject matter expertise. Your marketing infrastructure needs a base of content available for download from your website and you need a plan to continually supply fresh content.

☐ Got it. ☐ Need it.

CRM

It's tough to track the ROI of your marketing efforts without a CRM in place that shows what happens to a lead once it's handed off, and from a management perspective, it's tough to assign and assess accountability without records of interactions between the firm and its prospects.

☐ Got it. ☐ Need it.

Email Capabilities Facilitating 1:Many Communications

To state that email is a fundamental piece of marketing infrastructure seems somewhat old-fashioned (although you might remember a time when...). However, today's email platforms are significantly different than those of yesteryear in terms of their functionality and capabilities, from being able to time the release of an email to other "smart" emailing capabilities.

☐ Got it. ☐ Need it.

Email Marketing

As part of your marketing infrastructure, your brand should have a consistent and professional plan for communicating via email to both prospects and customers in your database on a regular basis. The technology to facilitate this is available, and the strategic possibilities of using this piece of infrastructure are boundless. Your infrastructure needs to be able to accommodate a mission of delivering the right message to the right prospect at the right time.

☐ Got it. ☐ Need it.

Email Tracking

Email tracking is a method of monitoring the email delivery to an intended recipient. It is one of the measures typically used to gauge the effectiveness or efficiency of a marketing initiative like lead generation and as a way to understand how clients or leads are engaging with the messages you send. It typically works by embedding a single pixel in an outgoing email and when that pixel is loaded, it's assumed that the email was opened.

☐ Got it. ☐ Need it.

Goals/Objectives

In today's metrics-driven world of marketing, quantitative goals and objectives are critical for measuring the success and ROI of strategies and tactics. Goals can include top line results, website visitors, leads, conversions, open rates, and more. Your strategic plan should begin with defining goals and objectives.

☐ Got it. ☐ Need it.

Landing Pages

Landing pages are pages on a website where a visitor is given an offer – usually at no cost – that requires a form to be completed and submitted before the offer can be redeemed. One of the key metrics that gets measured in an inbound marketing strategy is the conversion of visitors reaching a landing page and then converting to a lead by the action of completing and submitting the form.

☐ Got it. ☐ Need it.

Leadership Level Marketing Champions

This is another one of the **top three** pieces of marketing infrastructure that is critical to marketing success. Companies that have strong, passionate, and educated leaders that are champions of the marketing strategy are those that will get more visibility, leads, and new business out of their marketing investment. It's hard to be a champion, but there are benefits for those that step up to the plate and make a commitment.

☐ Got it. ☐ Need it.

Marketing Automation Technology

Marketing automation software may not be required, but it's a fundamental piece of technology that will greatly elevate what you do and how you do it. The short and simple: it allows you to create a series of automated marketing messages that work to continually drive a prospect through the sales funnel, with notifications to you when the prospect has engaged with your communications.

☐ Got it. ☐ Need it.

Marketing Database, Clean and Current

A big headache for many companies is their marketing database. Having an accurate, clean marketing database is in our **top three** of marketing infrastructure needs. It's not easy, it's resource-intensive, it's transient, and it can be expensive, but yet, you can't deliver marketing to your target markets if you don't have the right list constructed the right way. Many companies fail to get over this critical speed bump, which is why an up-to-date CRM is so critical.

☐ Got it. ☐ Need it.

Marketing/Sales Service Level Agreement

Having your company's leadership team, marketing department, and sales teams on the same page, working toward the same objectives is a fundamental piece of marketing infrastructure. In fact, some firms formalize this with a tool called a "Service Level Agreement."

☐ Got it. ☐ Need it.

PPC/Digital Advertising Plan

Search Engine Marketing (SEM), paid channel marketing, and pay-per-click (PPC) marketing are terms used interchangeably to describe what is essentially the same concept – purchased or "rented" traffic through online ads. Types of ads and paid advertising opportunities can include CPC (cost-per-click), CPM (cost per thousand), and retargeting. Although these can be highly effective and deliver ROI, using an agency that specializes in digital advertising is an option that deserves strong consideration.

☐ Got it. ☐ Need it.

Sales Collateral

Sales collateral is an integral piece of marketing infrastructure, because sales and marketing should not be working independently but instead together. Having the right pieces of sales content to use at different stages of the process, with different prospects, and for different reasons, is critical to your success as a company and will ensure marketing leads are actually being turned into new customers.

☐ Got it. ☐ Need it.

SEO/Keyword Strategy

Search engine optimization (SEO) is a methodology of strategies, techniques and tactics used to increase the number of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine (SERP). SEO approaches are continually changing and evolving, but are generally built upon a series of key words or key word phrases used by customers, prospects, referral sources, and others to find educational materials and solutions to a problem or issue.

☐ Got it. ☐ Need it.

Social Media Accounts

Branded social media accounts have become a key part of the fabric of marketing infrastructure. They're not particularly difficult to establish, and some marketing technology platforms will even automate social media posts from blogging activities. Social media is also a way to promote offers for lead generation, and to connect 1:1 with prospects during the sales process using marketing content.

☐ Got it. ☐ Need it.

Strategic Marketing Plan

The third of the **top three** pieces of marketing infrastructure is having a strategic marketing plan (or GamePlan as we call it). This plan needs to be a part of a Service Level Agreement and a reflection of the firm's priorities in terms of resource allocation, assignment of responsibilities, and designating accountability for results.

☐ Got it. ☐ Need it.

Subject Matter Experts Willing to Contribute Content

With content being critical, having authors available for its creation is critical, too. Whether it's having subject matter experts consistently writing unique content or being available for interviews with your writing team (internal or outsourced), these are the people who should be available so that critical information they have can be extracted and turned into high quality content for your marketing efforts.

☐ Got it. ☐ Need it.

Team Bio Pages (Optimized)

Bios are generally the most visited pages on a website. It's important to have a bio that's optimized for search and that tells a story about why a prospect should hire you. It's not just about having a bio—it's about having a bio that helps humanize the brand, while building credibility and trust with potential customers and clients.

☐ Got it. ☐ Need it.

Website, Built on Current Graphic Standards and SEO (Optimized)

A great website is fundamental piece of marketing infrastructure, yet, so many brands' websites look horrific and deliver an extremely poor user experience. There is an enormous library of website best practices, and for many firms, it's time to loosen the purse strings so you can make your website the hub of your marketing activities.

☐ Got it. ☐ Need it.

Let's connect.

CLICK HERE to contact us and schedule a consultation.

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