

50-POINT DIGITAL MARKETING

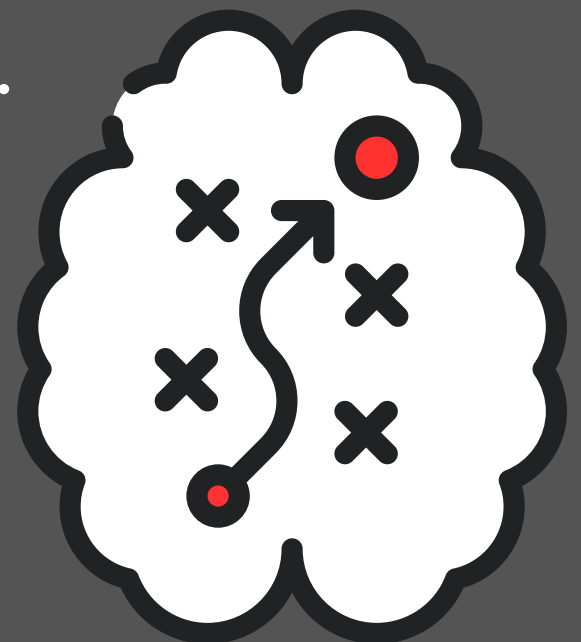
CHEAT SHEET FOR 2025



1.

STRATEGY & PLANNING

1. Define SMART goals (Specific, Measurable, Achievable, Relevant, Time-bound).
2. Create a comprehensive digital marketing calendar.
3. Develop customer personas based on updated research.
4. Conduct competitor analysis quarterly.
5. Allocate a budget with clear ROI expectations for each channel.



2.

CONTENT MARKETING

1. Create pillar content pieces and repurpose them across channels.
2. Focus on interactive content like quizzes, polls, and calculators.
3. Publish case studies to build authority.
4. Optimize for voice search with natural language content.
5. Regularly update evergreen content for relevance.



3.

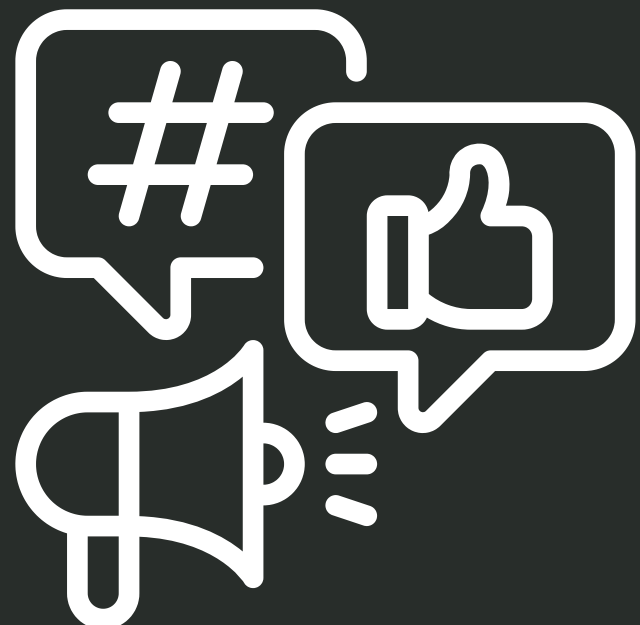
SEO

1. Prioritize E-A-T (Expertise, Authoritativeness, Trustworthiness).
2. Use schema markup for better SERP visibility.
3. Optimize for “People Also Ask” and featured snippets.
4. Implement local SEO strategies for hyper-targeting.
5. Track Core Web Vitals to improve page experience.



4. SOCIAL MEDIA MARKETING

1. Create a mix of short-form (Reels, Stories) and long-form video content.
2. Leverage user-generated content to build trust.
3. Test emerging platforms (e.g., BeReal, Threads).
4. Use AI tools to generate personalized captions and creatives.
5. Schedule posts based on audience engagement insights.



5.

PAID MEDIA (PPC)

1. Use audience segmentation for hyper-targeted ads.
2. Implement retargeting ads across platforms.
3. Test new ad formats (e.g., YouTube Shorts Ads).
4. Leverage AI for automated bid strategies.
5. Focus on ad creative that emphasizes authenticity.



6.

EMAIL MARKETING

1. Personalize subject lines and email content with AI.
2. Use AMP emails for interactive elements.
3. Segment email lists based on behavior and demographics.
4. Automate drip campaigns for lead nurturing.
5. A/B test every element of your email campaigns.



7.

ANALYTICS & MEASUREMENT

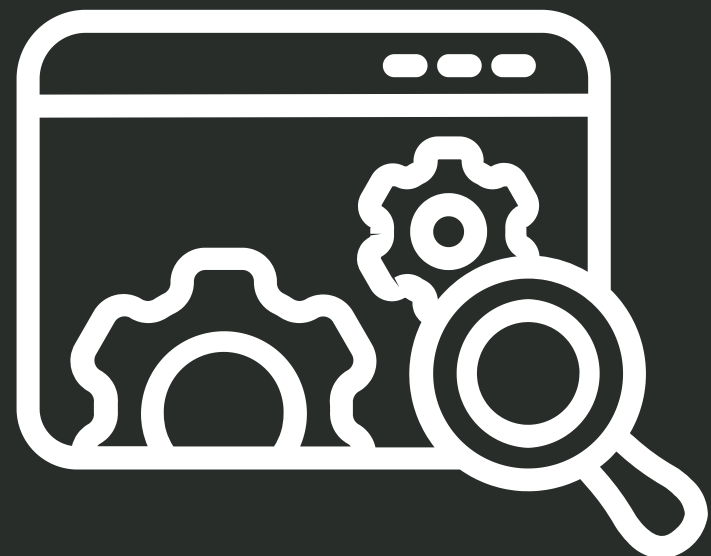
1. Use GA4 for advanced tracking and analysis.
2. Track multi-touch attribution models.
3. Monitor real-time data for quick adjustments.
4. Set up dashboards for all marketing KPIs.
5. Use predictive analytics to forecast trends.



8.

WEBSITE OPTIMIZATION

1. Implement A/B testing for landing pages.
2. Ensure mobile-first design and navigation.
3. Reduce page load time to under 3 seconds.
4. Add clear CTAs on all pages.
5. Use live chat or chatbots for user engagement.



9.

INFLUENCER & PARTNERSHIP MARKETING

1. Collaborate with micro and nano-influencers.
2. Use affiliate marketing to extend reach.
3. Co-create content with partners for mutual benefit.
4. Track influencer ROI with UTMs and analytics.



10. EMERGING TECH & TRENDS

1. Incorporate AR/VR experiences into campaigns.
2. Test AI-generated content for ads and blogs.
3. Leverage blockchain for transparent ad tracking.
4. Explore shoppable content for seamless e-commerce.
5. Optimize for wearables and IoT devices.
6. Stay updated on privacy laws and adapt strategies accordingly.

