THINK DIGITAL · FREE CHECKLIST

The 20-Point Digital Strategy Checklist

Think about the problem before the tools.

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Go through this checklist before any campaign, website project or ad spend. Every point you can't tick is probably where budget and energy are leaking.

1 Goal & problem

- [ ] 1 **Write your core business problem in one sentence.**
  Before choosing tools, know exactly what you want to solve.
- [ ] 2 **Make your digital goal numeric and time-bound.**
  For example: "30 consultation requests a month by the end of the quarter."
- [ ] 3 **Choose one main growth metric.**
  A number that means real business growth when it improves, not likes or views.
- [ ] 4 **Set a budget, deadline and owner for every task.**
  A plan without owners is just a wish list.

2 Audience & customer journey

- [ ] 5 **Write at least one customer persona.**
  Needs, worries, buying criteria and where they spend their time.
- [ ] 6 **Talk to five real customers.**
  Ask why they chose you and what almost stopped them buying.
- [ ] 7 **Map the customer journey from awareness to purchase.**
  List the stages and the customer's question at each one.
- [ ] 8 **List every touchpoint.**
  Every place a customer sees or talks to your brand.

How to use this checklist

1. Print it and tick honestly for your business today; "almost" means not yet.
2. From the unticked points, pick the three with the biggest impact.
3. Make those three your 90-day priorities and review the checklist again next quarter.

3 Message, brand & content

- [ ] 9 **State your value proposition in one sentence.**
  Why should a customer choose you over a competitor?
- [ ] 10 **Write a brand tone and message guide.**
  So every channel and every team member speaks with one voice.
- [ ] 11 **Have content for every stage of the journey.**
  Awareness, consideration, decision and loyalty, not just product posts.
- [ ] 12 **Build a one-month content calendar.**
  Set the topic, format, channel and goal of each piece in advance.

4 Channels & conversion

- [ ] 13 **Choose channels based on where your audience is.**
  Two strong channels beat six half-finished ones.
- [ ] 14 **Give every campaign its own landing page.**
  One message, one offer, one call to action.
- [ ] 15 **Make the contact path short and fast.**
  A simple form, a call button on mobile and a fast reply.
- [ ] 16 **Define your lead follow-up process.**
  Who follows up, when, and with what message.

5 Data & improvement

- [ ] 17 **Install measurement tools and define conversions.**
  Google Analytics, Search Console and Microsoft Clarity.
- [ ] 18 **Record the source of every lead and sale.**
  With UTM links and by asking: “How did you hear about us?”
- [ ] 19 **Keep a simple monthly dashboard.**
  5 to 7 key metrics, no more.
- [ ] 20 **Run one test a month and record what you learn.**
  Test a headline, image, offer or landing page.

How many did you tick?

0–8	Start the foundations with goal and audience, before any ad spend.
9–15	You’re on the right track; add the missing links to your plan.
16–20	You’re ready to grow; focus on testing, automation and scale.

Want to build this path together?

For digital strategy consulting or team training, request a conversation on the website.

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