



Ecommerce Tactical SMarketing Game Plans - Checklist

Acquire	Activate	Monetize
<p>1. SEO Objective: Build organic traffic</p> <ul style="list-style-type: none"> <input type="checkbox"/> On page optimization <input type="checkbox"/> Viral link building 	<p>1. Email Subscriber Welcome Campaigns Objective: Engage and convert into customers</p> <ul style="list-style-type: none"> <input type="checkbox"/> Sequenced email series 5 - 7 x emails <input type="checkbox"/> Synced FB ad series 	<p>1. First Purchase Campaigns Objective: Create New Clients</p> <ul style="list-style-type: none"> <input type="checkbox"/> Sequenced email series 5 x emails <input type="checkbox"/> Synced FB ad series
<p>2. Publish and Promote Content Objective: Build retargeting audiences</p> <ul style="list-style-type: none"> <input type="checkbox"/> 1 - 4 articles or videos / month <input type="checkbox"/> Splinter and post (all SM profiles) <input type="checkbox"/> Run Facebook traffic campaigns <input type="checkbox"/> Submit to Google Index 	<p>2. Lead Nurture Email Campaigns Objective: Engage and convert into customers</p> <ul style="list-style-type: none"> <input type="checkbox"/> Week 1: promo = sales <input type="checkbox"/> 48 hr repeat <input type="checkbox"/> Week 3: blog = engage <input type="checkbox"/> 48 hr repeat 	<p>2. Client Nurture Email Campaigns Objective: Engage and monetize clients</p> <ul style="list-style-type: none"> <input type="checkbox"/> Week 2: blog = engage <input type="checkbox"/> 48 hr repeat <input type="checkbox"/> Week 4: promo = sales <input type="checkbox"/> 48 hr repeat
<p>3. Create and Promote Lead Magnets Objective: Build lead list (email list)</p> <ul style="list-style-type: none"> <input type="checkbox"/> 1 lead magnet / month <input type="checkbox"/> Run Facebook traffic campaigns <input type="checkbox"/> On-page retargeting (exit intent) 	<p>3. Dynamic Retargeting Objective: Drive conversions</p> <ul style="list-style-type: none"> <input type="checkbox"/> Cart recovery series <input type="checkbox"/> Content retargeting <input type="checkbox"/> On-page retargeting (exit intent) 	<p>3. Dynamic Retargeting Objective: Drive recurring sales</p> <ul style="list-style-type: none"> <input type="checkbox"/> Cart recovery series <input type="checkbox"/> Product retargeting <input type="checkbox"/> On-page retargeting (exit intent)
<p>4. Promote Facebook Page Objective: Build fan base</p> <ul style="list-style-type: none"> <input type="checkbox"/> Website Custom Audiences (30 days) <input type="checkbox"/> Lead lists 	<p>4. Search Marketing (PPC) Objective: Drive traffic with buying intent</p> <ul style="list-style-type: none"> <input type="checkbox"/> Search network <input type="checkbox"/> Display network 	<p>4. Re-Engagement Campaigns Objective: Win back inactives</p> <ul style="list-style-type: none"> <input type="checkbox"/> Leads: every 3-6 months <input type="checkbox"/> Customers: 90-120 days