

Successful Digital Marketing Implementation

Tactics in Search of a Strategy

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PART I

How to Prevent Digital Marketing Tactics from Killing Strategic Objectives

Are you experiencing the following issues with digital marketing tactics?

- Are you frustrated with digital marketing initiatives and have a hard time seeing adequate ROI?
- Is the company's marketing strategy getting lost in translation when it comes to digital tactics?
- Do you feel stuck between your marketing strategy and your digital marketing agency?
- Is it hard to understand why digital marketing tasks aren't getting done correctly or in a timely manner?
- Are you struggling to get your website to both look attractive to your target market and drive results?
- Does your website need work, but things move at a snail's pace?
- Does your digital agency promise the world and then struggle with the most basic tasks?
- Is there a lack of reporting and regular meetings to review progress and results?

If you have run into these or similar issues, join the club. Digital marketing initiatives sound great in early team meetings and brainstorming, but can often become a nightmare during the implementation of tactics.

In this three-part series we will show you how to fix these issues and avoid digital marketing and website disasters leaving your management team frustrated, confused and ready to bail.

Let's start with a look at how to prevent your strategic marketing objectives from getting lost in the digital marketing process.

Keep the Focus on Strategy

Never lose sight of strategy when you get deep into the weeds of digital marketing implementation. The business strategy drives the marketing strategy, which in turn drives the digital strategy.

Preparation and an understanding of desired outcomes are key to strategic success in digital marketing. Keep your expectations in check by setting clear goals and objectives before digital marketing tactics get underway. It's your job as the marketing and sales leader to make sure these expectations are realistic and achievable. In many cases, it will also be your job to lead the digital team implementing your strategy.

It is common for the digital team to be so focused on the details of implementation, they lose focus on the strategy behind the digital tactics. This is frequently seen in content marketing work, where the content focus is often not aligned with the company's marketing strategy.

You are the glue holding these two areas together, strategy and digital tactics.

Let's say your marketing strategy is focused on lead generation based on your unique position in the marketplace as a premium service provider. However, the digital content in blogs and on the website is focused on random news updates in your industry. Industry news does not drive leads. Stay close to the content marketing process to avoid these tactical mistakes.

Clearly define the strategy and the marketing problem statement with all members of the digital team, including content writers. ChiefOutsiders excels in understanding these insights using the Growth Gears model. Explain this model to the digital team and create team alignment.

Random acts of marketing don't work, but tactics following a set strategy work incredibly well. To be effective at the execution of marketing tactics don't wing it. Fit your tactics into the big picture or strategy you are driving as the marketing leader.

Understand Digital Marketing is Marketing

Digital marketing is too important to not integrate with your overall marketing strategy.

Many key marketing tactics that drive successful branding and lead generation efforts are accomplished through digital marketing. This makes the stakes very high if your company does not get digital marketing right. Falling behind in effective digital marketing means losing market share to competitors who implement effective digital marketing tactics.

Clients must realize their website is always under construction and if they are not focused on digital market share through Google search, social and more, their competitors will better reach their prospects and target market.

In fact, a key part of the greatest value you can bring to your marketing results is to keep digital tactics aligned with your defined marketing strategy. This happens because digital marketing is marketing.

Pick the Right Digital Marketing Agency

Digital marketing for middle market companies almost always requires a combination of internal team members working with contractors and/or a digital agency.

The trend is currently towards digital agencies because of the variety of tasks needed from a dedicated team that is not necessarily needed or affordable from an internal team. This makes the agency approach cost effective and the best alternative in most cases.

Many agencies are hired based on the personality traits of the key contacts. Go beyond personality and look for the key attributes that lead to successful implementation of your strategic objectives. Also, agencies do not have to be local. Zoom and GoToMeeting are much more effective than in-person meetings for many reasons.

Start with an analysis of how responsive the agency contacts are during the evaluation process. Emails, phone calls, texts and other communications should be responded to within 24 hours or less. If you notice gaps in communication during the agency selection process, this will be many times worse when the project starts.

Find out if the agency is using Slack and a project management tool to track communications. Ensure these apps are fully integrated in client work.

Be aware of agencies who over-promise and under-deliver. Test this during the selection process by asking the agency to do some initial legwork that requires follow-up and planning. For example, request an SEO, website or social media audit. How long does it take to get the audit completed and how deep are the strategic insights?

Determine an agency's real expertise by reviewing their client work. Ask for design samples, content samples, digital marketing reports and allow the agency to review your Google Analytics reports and offer suggestions and recommendations.

Don't expect the agency to develop your marketing strategy. You own it. Hold the agency accountable for understanding and using digital marketing tactics that support the strategy.

Ask questions about the agency's understanding of marketing strategy and how it applies to website development, design, content, social media and other digital marketing tactics. Ask them to show you examples of strategic implementation with other clients.

Find out how the agency collaborates with their clients. This can be done by checking references and discussing the process with the agency. How do they collaborate on design projects, SEO, social media, marketing automation and other digital tactics? Review the agency's client list and understand their work with other clients. Determine how this experience will help your client.

Ask the agency to share their processes. Strategies can easily get lost due to a lack of structure in agency processes.

Finally, look for agencies who do not hook you into long term contracts. The agency should be secure enough in their value that they will work month-to-month or on project based work.

Right People in the Right Digital Marketing Seats

One of the biggest barriers to strategic implementation is to get the right people in the right digital marketing seats. This includes hiring the agency with the right expertise and aligning internal team members towards strategic objectives. Think of the agency as additional team members who fill the gaps in your team's expertise.

Misalignments in digital marketing responsibilities are very common. This happens because there is not a clear outline of the specific skill sets needed and people get asked to do things outside their area of expertise.

There are three major areas that must work together for digital marketing to be successful. The three skill sets are marketing, design and development. Make sure these three areas have distinct people assigned to each role.

Within each area are the key tactics driving your strategy. Here are examples of the hats people wear in each area.

Marketing

- CMO - Digital marketing lead
- Content Writers for email, blogs, website and social media
- SEO
- Marketing Automation set-up and campaign planning
- Digital Ads
- Influencer marketing and PR

Design

- Website Design
- Graphics
- Branding
- Logo design

Digital Marketing Scope Creep

Watch for scope creep in digital marketing work as it is very common. One way to avoid this is to implement a strong approval and launch process. Clients must be very clear on what is included and what is not included for each payment they make. This becomes a regular discussion point in client meetings to review work progress and results.

Also, you must know the difference between brainstorming ideas and the final launch process. For example, when providing feedback on a homepage design following initial approval, keep it to concrete changes and avoid discussing new options. This can delay launches and frustrate the team working towards completion.

Avoid Website Launch Delays

One of the classic issues in digital marketing is the website that never goes live. The core issue here is a client who is not happy with the website in development and refuses to go live.

Here are a few guidelines to follow to drive successful website launches:

- The website is not a print project and the new site should launch when better than the current website.
- The biggest delay of a website launch is content. Assign content delivery to a writer prior to starting the website.
- Define the strategy and purpose for the website first.
- Develop a navigation structure and site map followed by a wireframe before adding design elements.
- Design the homepage first and have it approved before moving to internal page designs.
- Understand websites are always being improved and are a process not an end-result.

This process helps avoid “I’ll know it when I see it” design problems, where the client continues to ask for design changes without knowing exactly what they want.

Both a new website and agency monthly retainer services should include kick-off meetings. This meeting should be focused on the key client objectives and strategic goals of the website and digital marketing efforts. Your agency should have a clear launch outline and process they can share with you.

Weekly Meetings

There is an argument to be made that ineffective meetings or no meetings at all are the single most important factor in digital marketing failures and cause the best strategy to fail.

If you want your marketing strategy to be effective, then you must have effective digital marketing meetings.

Here are a few guidelines to effective digital marketing meetings:

- Keep meetings consistent at the same time each week.
- Use a scorecard to measure strategic results and include in a shared doc.
- Big ideas are great, but can lead the team down a rabbit hole. Focus on tangible work.
- Know the difference between big ideas and tactical feedback.
- Assign weekly action items, due dates and hold team members accountable.
- Review the Traction process for effective meetings.
- Drive the business and marketing strategy in your meetings. Don’t assume the team will remember the strategy. Websites are delayed for months because of missing content. Other websites go live with poor content and struggle to drive lead conversions.

Digital Marketing Content

Digital marketing content is the oxygen of the Internet. It can also be the most challenging work for the team and one of the largest problems in translating your client's marketing strategy.

Collaborate early in the process with your agency on content. Content can never come early enough and many websites are delayed for months because of missing content. Other websites go live with poor content and struggle to drive lead conversions.

Two critical digital marketing steps can solve almost all content issues.

The first is to prepare a site map listing all the web pages. Once completed, these web pages should be written before the website design work starts.

The second is a content marketing schedule for email blasts, blogs and social media postings.

Don't rely on the digital marketing company to read your client's mind on content. Plan in advance the content needed to launch a new website and for content marketing efforts.

Remember, most people hate to write content. Assign content to a professional writer. Someone who is passionate about writing and wants to write for a living. Your agency should have a pool of writers available. If not, research resources like [WritersAccess.com](https://www.writersaccess.com).



The Right Questions to Ask

Asking the wrong digital marketing questions can kill strategy. An example of a bad question is, “When can we expect the new website to go live?” A better question to ask is, “Where are we in our defined website design process?”

Another poor question to ask is, “Why aren’t we getting more leads from our website?” A better question to ask is, “What are the key tactics we are measuring to drive leads?”

Here are a few more great questions to ask your digital marketing agency:

- Show me how the tactics you recommend are in alignment with our strategic direction.
- What are best practices among our competitors?
- How do we know our digital tactics connect with our target market?
- Does our key messaging and content plan focus on strategy?
- Do all the team members know our strategy?
- Can we develop data points that measure our success?
- Are digital marketing meetings moving us closer to our goals?
- Are any team members in the wrong seat?
- What is missing and keeping us from reaching our digital marketing goals?

One More Thing

Also, the elephant in the room: Agencies have other clients! Basically, agencies can provide what they do at a fraction of the cost of hiring a staff member because resources are shared with other clients. Be aware of this and be respectful of the agency’s time. Leverage their experience with other clients and markets to add value to your organization.

Summary

In this article we reviewed the steps needed to make sure the marketing strategy you are leading is properly translated through the digital marketing tactics implemented by the marketing team. There is no “normal” website design project or digital marketing process. Everything is unique to your company. Keep the focus on your established strategy to drive the best ROI and marketing results.

Avoid the mistakes mentioned here to make sure your digital tactics don’t kill your strategy.

There are many excellent resources available on the ChiefOutsiders website and at IntuitiveWebsites.com. Consider this post a starting point as you look to drive tangible marketing results for your clients.

Build the team by assigning a project lead, project manager, design, development and traffic generation team. Learn more by reading Tom’s book “Winning the Website War” and visiting IntuitiveWebsites.com.

Action Items

- Review the business and marketing strategy in a meeting with the digital team members.
- Take responsibility for educating the digital team on strategic objectives.
- Determine the specific roles of each team member on internal and external teams.
- Nail down budgets, scope of work and how to handle project changes prior to launch.
- Work website design projects through a process and launch the website sooner rather than later.
- Set weekly digital marketing check-in meetings.
- Include a scorecard in weekly meetings with key action items assigned to the team.
- Build the team by assigning a project lead, project manager, design, development and traffic generation team.
- Learn more by reading Tom's book "Winning the Website War" and visiting IntuitiveWebsites.com.

In part two, we will dive deeper into how to select the most effective digital marketing tactics given budget limitations and strategic goals.



PART II

Select and Implement the Digital Tactics That Drive Client Results.

An endless amount of digital marketing tactics are available to drive awareness of your brand online. It's easily overwhelming for even the most savvy marketing pros.

Determining the most effective digital marketing strategies for your company can be very difficult.

To make it even more challenging, your prospective customers have unique preferences for how they wish to take in content and constantly change preferences for how they interact with digital channels. This is only accelerating over time.

How do you make sense of all the options in digital marketing and implement tactics that get results?

In part two of our three part series, we will help you understand how to select, develop and prioritize the best digital marketing tactics for your company. These tactics will help your marketing and sales teams exceed sales goals and meet your organization's ROI targets.

Digital Marketing Tactics Must Align with Strategic Objectives

In part one of this series we discussed the importance of strategic direction in digital marketing. We reviewed how the final determination for digital marketing tactics is based on your business and marketing strategy.

The single biggest reason marketing tactics fail or underperform is due to a misalignment with strategy. Strategic direction comes from the company's key leaders and must be communicated at all levels in sales and marketing. Any digital marketing tactic selected by the team must be aligned with the company's overall marketing and business strategy.

Digital Marketing Tactics are the Path to Exceeding Sales Goals

Think of your digital marketing tactics as the best use of time and money to get to your goals at an acceptable ROI. In other words, digital marketing tactics are the path to reaching your sales and marketing goals.

This must be shared with your team and driven home in your meetings, and in the ongoing measurement and evaluation of selected tactics. This helps everyone stay focused and ask the right questions about which tactics to implement. Otherwise, people tend to implement what they know best rather than what works best.

Build a list of available digital marketing tactics and rank them in order of priority within your budget. This list will be based in part on your team's skillsets. Make sure to set goals for each area and an estimated ROI. You will find some tactics are worth maximizing your investment and others are more long term and used for branding purposes.

Let's take a look at the digital tactics you must have in place and fundamental to your business growth.

Fundamental Digital Tactics for all Companies

There are a few digital tactics central to all marketing efforts. These are the fundamental tactics you must use with few exceptions. As you review digital marketing options, keep these at the core of your workflow.

- A monthly email newsletter
- SEO for your website so it is found for all company brand, service and product searches
- Regular social media posts in the channels seen by your prospective customers
- A fantastic website with a professional design, that's easy to use, has great content and strong call-to-actions (CTAs)
- A content marketing plan for email, social media and blogs
- A minimum of one blog per month with content that engages your target market
- One high-level, middle of funnel content piece such as a webinar, podcast or eBook
- Basic marketing automation such as HubSpot or similar

These tactics are the absolute minimum. If you are not doing these things, get started today. Not only are they foundational to marketing, they are also key to your digital marketing funnel and activities needed to nurture prospects through their buying journey.

The Digital Marketing Funnel - The Buyer's Journey

The digital marketing funnel comprises four major areas: impressions, traffic, conversions and sales. Each digital marketing tactic should drive one or more of these four areas.

It is very common to get obsessed with conversions and sales. However, the top and middle parts of the funnel are critical, too. Time and effort must be spent in these areas to get leads and sales!

Impressions are measured in brand name searches and when prospective customers see your company name online, but do not necessarily interact with your website or digital content. Impressions are important because they are branding for your company. They ensure your company is associated with the Google search terms and associated links on other websites.

Website traffic and social media visits are key leading indicators for business growth. It's critical to know the channels and content methods preferred by your target market.

Here is a typical digital marketing funnel:

- Search impressions
- Social media impressions
- Website visits
- Social media likes, shares and follows
- Content downloads
- Email newsletter subscriptions
- Webinar or podcast attendance
- Website submission forms
- Online purchase

This will vary somewhat from company to company. Outline your digital funnel and use it to select the tactics most likely to move people through the funnel. Keep in mind, the hard work is found in the middle of the funnel, composed of content and information helping your prospective clients make buying decisions. A content marketing schedule for blogs, emails and social posts is the engine driving the digital marketing funnel.

Write content that matters and makes a difference to your prospects and customers. Movement through the funnel is transparent to people. They only continue to follow you or make contact when they see enough real value from the prospect of working with you or buying your products.

Middle of Funnel Content is Key

The most common mistake by marketers is to avoid middle of funnel tactics. These are the very tactics that can make or break a lead conversion. They are often avoided because they take time and energy or there is a lack of resources. These tactics usually require in-depth content, events and the involvement of subject matter experts.

Your sales team will love to talk with prospects engaged in the middle of funnel activities. You can score prospects in marketing automation and use this as key CTAs in the sales process.

Talk to Your Prospects and Customers

In our marketing work with thousands of clients, this is the single most important tactic missing from digital marketing strategies. Getting feedback from just a few customers or prospects is extremely valuable when selecting digital tactics.

Here are a few ways to get feedback from customers and prospects:

- Brief email surveys using SurveyMonkey or similar
- User testing on your company website
- Brief check-in phone calls
- Meetings with the sales team to gather intelligence

Here are a few questions to ask customers to help prioritize digital tactics:

- How do you prefer to take in digital content?
- What industry websites do you visit?
- How are you active on social media?
- How do you use Google to research?
- What do you look for in email newsletters in our industry or market?
- What's missing from our website to help you do your job better or enhance the quality of your life?

Talk to your sales team and compile a list of the most common questions they hear from prospects. Use those questions to dig deeper and get inside your prospective customers' mind. Another great use of those questions is in an FAQ section on your company website and blog posts. This is also great for SEO and to get found in search results.

Take Advantage of Your Online Niche

One of the biggest mistakes and oversights in digital marketing tactics is going for too broad of a market. Digital marketing is the best niche marketing method ever used by marketers! Know your customers and target your brand, as well as key products and services. The better targeted the marketing, the better the results. Do not use tactics that throw out a wide net, use targeted tactics that reach your niche. This helps eliminate tactics and prioritize your efforts.

Personas

Develop personas for each key part of your target market. This is one of the best ways to define the market niche and put boundaries around the online markets you are looking to reach through digital marketing. If you don't know what personas are, visit Hubspot.com or search Google for the term "personas" and click on the Google images. This is often overlooked by marketers, but can go a long way in selecting the best digital tactics.

Schedule Digital Marketing Meetings to Review Goals and ROI

Your digital marketing scorecard is ultimately the tool determining the success of each digital tactic. Review the scorecard in your weekly meetings. These meetings measure the effectiveness of tactics and set baseline goals for new tactics.

Hold team member's accountable to tactics they own and ask them to be prepared to talk about the scorecard results, for both wins and losses.

A well run digital marketing meeting may be the most successful digital marketing tactic of all!

HubSpot and Marketing Automation

There are many marketing automation tools available. We are fans of Hubspot. It's worth the research and set-up because of the time saved in running campaigns and automating the digital funnel. Once your digital marketing funnel is in place, you will certainly need a tool to manage it and grow sales.

One often overlooked feature in Hubspot is the ability to score lead activity based on the prospect's research of your company. This is fantastic data for the sales team and will enhance your understanding of the buyer's journey. It also provides the sales team with excellent information on the behavior of prospects and alters them when it's time for a follow-up call or email. Bring your sales and marketing team together to strategize and score prospects, and develop follow-up plans.

Google Ads and other Digital Paid Ads

Most of the tactics reviewed above focus on organic impressions and traffic from Google, social media and email marketing. Opportunities for sales growth may be missed if you ignore ads in Google and various social media websites. For digital ads to be efficient, the key strategy is built around your niche market, a laser focus and a very strong understanding of how your target market researches the Internet to find your company. Make sure to carefully select demographic and geographic criteria for all paid ad campaigns.

AdWords does best for sending people to your website and/or landing pages with very specific content related to the user's search and very clear CTAs. Google Ads campaigns should result in leads towards the bottom of the funnel because of strong user intent.

Social media ads work well to drive people to the middle of funnel content like webinars or podcasts. They are not as good at generating bottom of funnel lead activity.

Use of Video and YouTube

Only the Google search engine gets more searches than YouTube. And YouTube is owned by Google! Videos and a strong YouTube presence is an important tactic overlooked by many companies. Determine how your prospects use video and give them options. There is no need for a high-end video production budget. We all have video cameras capable of getting the job done in our pockets in the form of an iPhone or smartphone. Just remember to keep your videos professional.

Summary

This overview of digital tactics is a starting point for marketers at all levels looking to improve sales and marketing results. Use it as a checklist against your current efforts and you will see improvements in your metrics, an improved digital funnel, ROI and sales. Remember, meeting the needs of your customers and tactics on their own means nothing unless they are strategic and offer something important to people.

Action Plan

- Implement the fundamental digital marketing tactics presented in this eBook.
- Layout and write your digital marketing funnel from impressions to sales.
- Develop personas of the key people in your target market.
- Develop middle of funnel content and events.
- Keep all your content focused on the needs of your prospects and how it helps them do their job better or improves the quality of their lives.
- Schedule digital marketing meetings around a scorecard.
- Survey and talk to your prospects and customers about digital marketing.
- Research Hubspot and other marketing automation tools as a fit for your company.
- Establish a very targeted AdWords strategy and test social media ads to drive people to your digital funnel.
- Put in motion a plan for the use of video and speak to an agency as needed about budgets and production quality



PART III

Digital Marketing Thrives or Implodes with Project Management

It's not sexy, it lacks sizzle and it is definitely not fun for most people, however effective project management is the single most important factor in successful digital marketing and website design and development.

It's the glue holding everything together, keeping people accountable, setting deadlines, managing priorities and more. Project management in digital marketing takes the blame when things go wrong and gets very little credit when things go right.

In part one of this three part series we discussed digital marketing strategy and its importance to driving results. In part two we reviewed digital marketing tactics and how to select and prioritize tactics to get you to your sales and marketing goals.

In the third and final part, we look at project management. The unsung hero of website development and design projects and the key to digital marketing success.

Why Project Management in Digital Marketing?

Why devote an entire section on digital marketing to project management? Because without effective project management, all the best developed strategies and tactics will fail.

Digital marketing is multi-disciplined, more so than any other form of marketing or sales. It requires people from very diverse types of skill sets to come together and produce results. There are too many opportunities for bad communication and conflicts that can derail a project, from as complicated as a new website launch to content marketing and more. And, the individuals working on the tasks might come from different entities, i.e., corporate and agencies – even multiple agencies. All the different agencies and corporate resources need to be mobilized and coordinated. The best prevention for these potential pitfalls is effective project management.

The Project Manager's (PM) Role in Managing Tactics

The PM tracks all action items within each digital marketing tactic. The action items should be written and descriptive and include the people assigned to each task and the due date. The PM will then have a global view of the workflow and make sure things get done. It's hard to believe anything can get done in digital marketing without this key role.

Project Management Starts with Team Assignments

The PM will hold people accountable to their roles, as well as assigned action items. Leadership will help assign the team roles, and the PM will keep them on task. Let's take a look at the most common roles of a highly functional digital marketing team.

Digital Marketing Director - This position is the final decision maker on digital marketing tactics, approaches and budgets. This includes content and design approvals, and decision making authority. Digital marketing needs a leader. Decisions by committee are not as effective and this person is the project lead. The title can vary from CMO to VP of Marketing to Digital Marketing Director. It could be a full time employee or it could be fractional. The key scorecard KPI for this position is overall pipeline contribution.

Project Manager - A dedicated Project Manager should be on the client's team and will function as a liaison with the agency's Project Manager assigned to the account. They make sure the key metrics are monitored and action items are assigned, completed on time and at budget.

Digital Marketing Manager - This position is responsible for inbound marketing and attracting the target market through SEO efforts, Google Ads and other tactics.

Digital Marketing Funnel Manager - This position is responsible for managing the customer's journey, including email marketing, HubSpot or other marketing automation tools, social media efforts, webinar and event promotions, and other tactics that move prospects through their research to a lead.

Content Writers - A critical member of the digital marketing team and most likely a contracted position. Keep in mind, great writers can learn about any topic and write great content after interviewing key team members. This includes content for blogs, websites, social media and email.

Media Producers - This may be a variety of people who produce video, audio, take photos and other media for all digital marketing channels.

Graphic Designers - This includes website designs, illustrators, logo designers, PDF designs and all other aspects of design for digital marketing channels.

Website Developers - These are the professionals who develop websites and are responsible for hosting, security and all aspects of the technology needed for an effective and safe website. There is a wide variety of skill sets in this area from basic website updates to website coding.

Each person on this team should have metrics attached to their digital marketing work as measured on a scorecard, and then reviewed in regular meetings. The PM sets up the action items and tracks the results in a kanban board.

Project Management and Strategy

A savvy project manager (PM) will take a strategic plan and break it into specific action items or priorities assigned to the digital marketing team. This includes digital marketing tactics along with website design and development tasks. The translation of strategy to tactics is led by the Project Manager working closely with the key Marketing Strategist. They don't have to write a strategic plan, but they must know how to translate it into action.

Checklists and Digital Marketing Project Management

Website design and development and digital marketing tactics are best implemented by following specific checklists. The PM should have checklists for each part of the digital marketing process. This includes checklists for all tactics to be implemented by the digital team. Checklist examples include the following areas:

- All parts of the website design, development, hosting and launch process
- Search Engine Optimization
- Content Marketing Strategies for Blogs, Email and Social Media Postings
- Social Media Topics and Calendars
- Google Ads and Social Media Ads
- Content Marketing
- Homepage and Landing Page Layout and Content
- Influencer Marketing
- The Digital Marketing Funnel
- Email and Marketing Automation
- Digital Marketing Meeting Agendas
- Digital Marketing Reporting Tools

Project Management's Role in Digital Content Development

Content is one of the biggest deterrents to a successful website launch and ongoing digital marketing progress. Content can bring a website to life, drive engagement and conversions or cause digital marketing efforts to fall flat.

The PM must work with the team to clarify the content process, set a schedule and assign content tasks. The PM ensures all digital content works within the design templates. Content must be in an appropriate format so developers can easily move content to the website or other digital channel. The PM does not usually drive the strategic intent of digital content, however they can help determine if content is going to work effectively.

Agency and Client PM Roles

Digital marketing agencies will have a PM assigned to your client's account. Oftentimes, a PM on the client side is missing. The role of your client's internal PM is critical to digital marketing success as they pull together the client's team in driving action items and work closely with the agency PM.

Project Management and Digital Marketing Meetings

Digital marketing meetings require an agenda which includes a review of issues to discuss, a scorecard and action items to review and complete. A strong PM will run digital marketing meetings, bring an agenda and keep them on time.

Summary

There is an argument to be made that without a PM your digital marketing objectives will almost certainly fail and not get the results you hope to achieve. A strong PM can save you money, reduce delays, accelerate time frames, catch issues before they happen, improve communication and more. Take the time to hire and assign a PM and watch your digital marketing reach new levels of success.

The Project Manager's Tools and Apps

The project manager must have the best tools for the job. The following are must have tools:

- Asana, ClickUp, or similar
- Shared Calendar
- Google Docs
- Dropbox or Google Drive
- Slack
- Time Tracking Software

Project Management Action Items

- Identify the person responsible for digital marketing project management.
- Share and explain the company's strategic digital marketing plan with the PM.
- Meet weekly to review content and develop digital marketing checklists.
- Select a PM tool to be used by the team like Asana.
- Assign team members and develop scorecards for accountability.

**Contact Intuitive Websites today to
see how we can help!**

Let's get started!



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