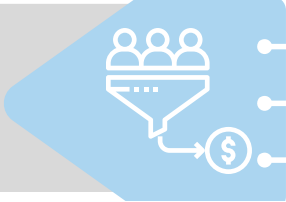
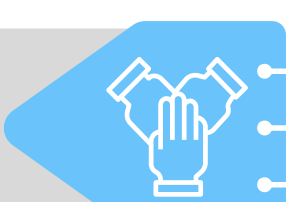


## 2023 Digital Marketing Action Items Checklist

- Map out the steps in your customer journey and set goals for each milestone. 
- Develop a new mid-funnel content resource at least once per quarter. 
- Get a HubSpot demo and chart out email automations and nurturing campaigns. 
- Dedicate separate team member's roles and round out your digital team to optimize success and get results. 
- Determine what roles external team members play in filling in the gaps on your marketing team. 
- Research and recruit influencers whether you are B2B or B2C. 
- Learn more about Google Analytics 4 and be ready if the change happens. 
- Prepare a content calendar for emails, social media and blog content. 
- Schedule a photo and video shoot at your company and start building a database of original assets. 
- Use the Google Studio dashboard or HubSpot dashboard to create customized scorecards to track the key metrics. 

Contact the team at Intuitive Websites for helping with these initiatives and much more via phone at 720-934-8409 or via email at [pati@intuitivewebsites.com](mailto:pati@intuitivewebsites.com)!