

Internet Marketing QuickStart Checklist

1. Set clear, measurable business and marketing goals.
2. Define primary and secondary target audiences (personas).
3. Conduct a website and content audit to identify quick wins.
4. Perform keyword research to map search intent across the funnel.
5. Choose your primary channels (SEO, email, social, paid ads).
6. Create a 90-day content calendar with formats and publish dates.
7. Set up essential tools: analytics, email platform, and CRM.
8. Craft compelling lead magnets and conversion offers.
9. Launch campaigns, track KPIs weekly, and optimize continuously.
10. Review performance every 90 days and iterate your strategy.