



Digital Marketing Checklist for 2021

Type	Description	Cost
Online Advertising	Google	Paid
Online Advertising	Facebook	Paid
Online Advertising	Instagram	Paid
Online Advertising	LinkedIn	Paid
Online Advertising	Twitter	Paid
Remarketing Ads	Custom Audience via Facebook Pixel	Paid
Retargeting Ads	Cross-Channel	Paid
Website	Landing Pages	Free
Website	Responsive Design and Structure	Free
Website	Easy navigation	Free
SEO	Keyword Research	Paid
SEO	Competitive Research	Paid
SEO	Link Building	Paid
SEO	On-Page SEO	Free/Paid
SEO	Technical SEO	Free/Paid
Content Marketing	Blogging	Free/Paid
Content Marketing	Evergreen Article / Skyscraper Content	Free/Paid
Content Marketing	Press Releases	Paid
Content Marketing	Gated Content	Free/Paid
Content Marketing	Expert Opinions	Free/Paid
Content Marketing	User Manuals	Free/Paid
Content Marketing	Guides	Free/Paid
Content Marketing	eBooks	Free/Paid
Content Marketing	Reports	Free/Paid
Email Marketing	Weekly Content	Free
Email Marketing	Drip Campaigns	Paid
Email Marketing	Opt-In Forms	Free
Events	Seminars	Free
Events	Training	Free/Paid
Events	Conferences and Shows	Free/Paid



Type	Description	Cost
Online Events	Webinars	Free
Online Events	Meetups	Free
Online Events	Facebook Live	Free
Online Events	YouTube Live	Free
Affiliates	Share Affiliate links	Free
Referrals	Share Referral links	Free
Partnerships	Small Community Organizations	Free
Partnerships	CSR Activities with Corporates	Free
Influencer Marketing	Images And Videos	Paid
Influencer Marketing	Active Promotions	Paid
Influencer Marketing	Shout-Outs	Paid
Video Marketing	Short Form Videos	Free/Paid
Video Marketing	Long Form Videos	Free/Paid
Video Marketing	Expert Interviews	Free/Paid
Social Media Marketing	Facebook	Free
Social Media Marketing	Instagram	Free
Social Media Marketing	LinkedIn	Free
Social Media Marketing	Twitter	Free
Social Media Marketing	Pinterest	Free
Reviews	Google My Business	Free
Reviews	Yelp	Free
Reviews	Facebook Page	Free

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