

Quick Checklist for E-commerce Marketing Online

- Set your SMART E-commerce marketing objective(s)
- Define your target audience segments with demographics for each segment
- Plan your campaign for each target audience segment:
 - What offer will you promote?
 - Where you will target?
 - Over what time period?
- Plan your marketing content for each audience segment
 - Type
 - Tone
 - Topics and Keywords
 - Engagement Strategy
 - Distribution Strategy
- List of strategies and tactics to target each audience segment
 - Search Engine Optimization
 - Social Media Marketing and Advertising
 - Email Marketing
 - Online Advertising
 - Blogging
 - Video Marketing
 - Referral Marketing
- Measure your everything
 - Google Webmasters
 - Google Analytics
 - Facebook Insights
 - Google AdWords Performance Reports
- Create weekly/monthly Action Plan
- Set the Marketing Budget