

# DIGITAL MARKETING YOUR 2023 PLAN

## SOCIAL MEDIA

- Create template designs
- Create a content calendar
- Create multi-channel content
- Develop a library of assets
- Create a hashtag library
- Convert to professional accounts

## LISTINGS

- Create template responses
- Claim all listings
- Ensure all listings are consistent
- Respond to reviews left unattended from the past 30 days

## SEO

- Use Header Tags
- Be sure images have alt tags
- Be sure images are sized appropriately.  
Review text on different devices to ensure it's sized appropriately.
- Create an SSL-encrypted (HTTPS) version of your website.

## WEBSITE

- Keep your website images and text up to date
- Ensure all colors & all fonts are on-brand.
- Use high-quality images
- Ensure a seamless user experience across all devices.