abstrakt

NO. 12



ABSTRAKT FIELD GUIDES · CHECKLIST

The Digital Marketing Strategy Checklist

Forty-two checks across goals, website, search, content, social, email, paid ads and reporting, with why each one matters and what to fix first.

9
chapters

2
worksheets and templates

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ABSTRAKT FIELD GUIDES · NO. 12

Your B2B Digital Marketing Strategy Checklist

Most B2B digital marketing does not fail because of one big mistake. It fails because of a dozen small gaps: a site that is hard to use on a phone, forms nobody answers, reports nobody reads. This checklist walks through 42 checks in nine areas, with a short explanation of why each one matters, so you can score your current program in an hour and know what to fix first. It is for owners and marketing and sales leaders at commercial trades and B2B companies.

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01 Goals and measurement
02 Website
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04 Content
05 Social media
06 Email
07 Paid search and ads
08 The handoff to sales
09 Score and fix first

HOW TO USE IT

Read it once end to end, then work through the worksheets with the people who own the numbers. The fill-in pages are meant to be printed and written on.

ABOUT THE NUMBERS

Every figure in this checklist names its source and period. Worked examples use round illustrative numbers and say so. Sample talk tracks are dramatized: names and figures in them are samples.

CHAPTER 01

Goals and measurement

Score each item: check it if it is true today. Leave it blank if it is not, or if you are not sure. "Not sure" counts as no.

- [ ] **1. Marketing has a written goal in meetings or revenue, not just traffic.** Traffic, followers and impressions are inputs. A goal like "30 qualified inquiries a month from our service area" can be managed; "more visibility" cannot.
- [ ] **2. You know your average deal size, win rate and sales cycle.** These turn a revenue goal into the number of inquiries you need. Without them, every budget is a guess.
- [ ] **3. Every form fill and call is tracked to the page and source it came from.** If you cannot see where inquiries come from, you cannot tell which spend is working.
- [ ] **4. Marketing and sales agree on what a qualified inquiry is.** Write it down. Otherwise every month ends in an argument about lead quality.
- [ ] **5. Someone reviews the numbers monthly and changes something.** A report that nobody acts on is a cost, not a tool.

> FROM THE SALES FLOOR
>
> **Start from the sales side**
>
> Ask your salespeople which inquiries in the last 90 days turned into real opportunities, and where they came from. That one list will tell you more about your marketing than any dashboard.

CHAPTER 02

Website

- [ ] **6. A visitor can tell what you do, for whom and where within five seconds** of landing on the home page. Commercial buyers often check you out after a call or a referral. If the first screen is a slogan and a stock photo, they leave.
- [ ] **7. The site works well on a phone.** Many buyers look you up between meetings. Test every key page on a phone: text readable, buttons tappable, no sideways scrolling.
- [ ] **8. Your phone number is visible without scrolling** and tappable on mobile. For service businesses the phone is still the most common first contact.
- [ ] **9. Every service you sell has its own page.** One page listing ten services ranks for none of them. Separate pages let each service be found and explained.
- [ ] **10. Forms are short and answered the same day.** Name, company, contact and one question about the need. A form that reaches nobody is worse than no form.
- [ ] **11. Pages load quickly.** Large images and heavy scripts slow sites down. Compress images and remove what you do not use.
- [ ] **12. The site meets basic accessibility standards** (WCAG 2.1 AA): labels on form fields, alt text on images, readable contrast, keyboard navigation. It is the right thing to do and it reduces legal risk.
- [ ] **13. You own the domain, hosting, analytics and every account.** If a vendor holds them, you cannot leave without losing them.

CHAPTER 03

Search and local visibility

- [ ] **14. You know which searches bring you traffic today.** Google Search Console shows the searches, the pages and your position. It is free. Check it monthly.
- [ ] **15. Each page has a unique title and description** that names the service and the place in the words buyers use.
- [ ] **16. Your Google Business Profile is complete and current**: categories, services, service area, hours, photos. For local and regional buyers, it often appears before your website.
- [ ] **17. Your name, address and phone number match everywhere** they appear: site, Google Business Profile, directories. Inconsistent listings confuse search engines and buyers.
- [ ] **18. Location pages exist only for markets you truly serve**, and each has real local content. Copies with a different city name do not help and can hurt.
- [ ] **19. Pages that rank on page two are being improved.** They are the cheapest traffic you will ever gain: add depth, examples and internal links.
- [ ] **20. You have checked whether AI assistants mention you.** Buyers ask AI tools which providers to consider. Ask the questions your buyers would ask and see whether you appear.

WORKSHEET

Search snapshot

Top five searches bringing traffic _____

Top five pages by inquiries _____

Searches where you rank 11 to 20 _____

Is the Google Business Profile complete?
What is missing? _____

CHAPTER 04

Content

- [ ] **21. You publish on a steady schedule.** One article a week for a year beats twenty in one month and nothing after. Search engines and buyers reward consistency.
- [ ] **22. Content answers questions buyers actually ask.** The best topics come from sales calls and technicians, not only from keyword tools.
- [ ] **23. Content is organized into a few pillar topics** with a hub page each. Depth on a few topics beats a thin layer on many.
- [ ] **24. Every figure in your content has a source and a date.** Unsourced statistics are easy to challenge and erode trust.
- [ ] **25. You have at least one guide or checklist worth an email address.** A useful download turns readers into contacts your sales team can follow up with.
- [ ] **26. You have case studies with real, permitted results.** In late-stage deals, case studies are the content buyers actually read.

CHAPTER 05

Social media

- [ ] **27. You are active where your buyers are.** For most B2B and commercial buyers that includes LinkedIn. Pick the platforms your buyers use and post consistently there.
- [ ] **28. Posts carry a point, not just a link.** A sentence from the article that teaches something performs better than "new blog post!"
- [ ] **29. Your people share and comment.** Posts from employees reach people the company page does not. Make it easy for them.
- [ ] **30. Your profiles are complete and consistent** with your website: description, services, service area, contact details.

CHAPTER 06

Email

- [ ] **31. You email customers and prospects in nurture at least monthly**, with something useful. Most buyers who said "not now" will buy later. Email keeps you in front of them.
- [ ] **32. Lists are segmented** by customer versus prospect and by buyer type. A facility manager and a CFO need different emails.
- [ ] **33. Every form fill gets an immediate, useful reply** and a follow-up from a person.
- [ ] **34. You follow email rules**: a clear sender, a physical address and an easy unsubscribe on marketing email.

CHAPTER 07

Paid search and ads

- [ ] **35. Campaigns target the services and places you actually want.** Broad targeting wastes money on searches you cannot serve.
- [ ] **36. You review search terms and add negative keywords** regularly. Without this, ads show for irrelevant searches, such as residential work or job seekers.
- [ ] **37. Ads lead to the matching service page**, not the home page. A visitor who searched for roof inspections should land on roof inspections.
- [ ] **38. You measure cost per qualified inquiry, not cost per click.** Cheap clicks that never become inquiries are expensive.

WATCH OUT

Before you add any tracking pixel

Update your privacy and cookie policies first, and make sure consent language on forms matches them.

CHAPTER 08

The handoff to sales

- [ ] **39. Every inquiry reaches a named person within the hour** during business days. Interest fades fast.
- [ ] **40. Sales records what happened** to each inquiry: qualified, not a fit, no response. Without this, marketing cannot learn.
- [ ] **41. Marketing supports outbound.** Content your SDRs and salespeople can send after a call makes outreach warmer, and the website is where prospects check you out after a call.
- [ ] **42. Marketing and sales meet monthly** to review which inquiries and accounts turned into opportunities, and adjust targeting.

CHAPTER 09

Score and fix first

Count your checks.

Score	What it means	Where to start
36 to 42	A strong program	Look for growth: new content pillars, outbound alongside inbound
25 to 35	The basics are in place with gaps	Fix tracking and the sales handoff first; they decide whether anything else is measurable
15 to 24	Real leaks	Website essentials, Google Business Profile, forms answered the same day
Under 15	Starting over is cheaper than patching	Write the goal, fix the website essentials, then build one channel at a time

Fix-first order

When several items are unchecked, fix them in this order, because each one makes the next measurable:

1. Tracking and the sales handoff (items 3, 4, 10, 33, 39, 40)
2. Website essentials (items 6 to 9)
3. Google Business Profile and listings (items 16, 17)
4. Content on a steady schedule (items 21 to 23)
5. Paid search discipline (items 35 to 38)

WORKSHEET

Your fix-first plan

Score today _____

The three unchecked items with the most impact _____

Owner for each, by name _____

Date to re-score _____

RATHER HAVE IT DONE FOR YOU?

Our SDRs run this playbook every day.

Abstrakt is a technology-enabled outsourced sales development company. We find the right companies and the right contacts, call them with a trained and certified SDR, and book qualified appointments on your calendar. One client per trade per territory.

See if your market is open: abstraktmg.com/is-my-market-open
Talk to an outbound strategist: abstraktmg.com/contact

17+	100,000+	1,500+	$1B+
years on the phones	meetings booked a year	clients	in client revenue generated

Company figures: Abstrakt approved company facts (src/data/company-facts.json), verified 2026. Revenue is revenue clients closed from Abstrakt-sourced meetings.

SOURCES AND NOTES

1. Checklist items are Abstrakt's own guidance for B2B digital marketing. No market statistics are used in this checklist.
2. Web Content Accessibility Guidelines (WCAG) 2.1, level AA. w3.org/TR/WCAG21

CREDITS

Cover photo: Close-up of a tablet displaying analytics charts on a wooden office desk, alongside a smartphone and coffee cup.. Photo: AS Photography on Pexels (Pexels License), www.pexels.com/photo/106344/.

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