

Digital Marketing Strategy Checklist

Use this checklist to identify your biggest challenges in digital marketing. Rank them based on Priority (1 being the most important) and Feasibility (1 being the easiest to implement). Then, calculate the average score for each challenge to determine where to focus your efforts first.

Challenge	Priority	Feasibility	Average

After filling out the table, use the average score to determine which challenge to focus on first. The lower the average score, the more attention that challenge needs.

- Priority**: Rank based on how critical the challenge is to your business success.
- Feasibility**: Rank based on how easily you can address this challenge with your current resources (time, budget, expertise).
- Average**: Calculate the average of the Priority and Feasibility scores to prioritize your efforts.

Focus on the challenge with the lowest average score first.