



*Top 10 Online
Marketing
Tasks to Propel
Your Success in
2024*

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INTRODUCTION

Welcome to the guide on preparing for marketing success in 2024.

TASK 1: REVIEW 2023 PERFORMANCE

- Discuss the significance of analyzing past performance.
- Provide a checklist for reviewing marketing data.
- Encourage learning from successes and challenges.

In this task, you'll delve deep into your marketing data for the year 2023. It's essential to assess what worked and what didn't in your marketing efforts.

By doing so, you'll gain insights into the performance of various campaigns and strategies.

The goal is to learn from your successes and challenges, enabling you to make data-driven decisions for the upcoming year.

HANDY ONLINE

TOOLS

1. **GOOGLE ANALYTICS** ([HTTPS://ANALYTICS.GOOGLE.COM](https://analytics.google.com)) - FOR IN-DEPTH WEBSITE AND TRAFFIC ANALYSIS.
2. **HUBSPOT MARKETING ANALYTICS** ([HTTPS://WWW.HUBSPOT.COM](https://www.hubspot.com)) - OFFERS DETAILED MARKETING PERFORMANCE METRICS.
3. **SEMRUSH** ([HTTPS://WWW.SEMRUSH.COM](https://www.semrush.com)) - PROVIDES SEO AND COMPETITIVE ANALYSIS.
4. **MOZ PRO** ([HTTPS://MOZ.COM](https://moz.com)) - FOR TRACKING KEYWORD RANKINGS AND WEBSITE PERFORMANCE.
5. **FACEBOOK ADS MANAGER**
([HTTPS://WWW.FACEBOOK.COM/BUSINESS/TOOLS/ADS-MANAGER](https://www.facebook.com/business/tools/ads-manager)) - ANALYZE AND ASSESS THE PERFORMANCE OF YOUR FACEBOOK AD CAMPAIGNS.

CHATGPT PROMPTS

TASK 1: REVIEW 2023 PERFORMANCE

- "CAN YOU HELP ME ANALYZE MY MARKETING DATA FROM 2023?"
- "WHAT WERE THE KEY SUCCESSES IN MY MARKETING EFFORTS THIS YEAR?"
- "IDENTIFY ANY CHALLENGES OR AREAS THAT NEED IMPROVEMENT IN MY 2023 MARKETING PERFORMANCE." "RELEVANT TO MY BUSINESS?"

TASK 1

TASK 2: SET CLEAR GOALS

- Explain the SMART goal framework (Specific, Measurable, Achievable, Relevant, Time-bound).
- Help readers set specific marketing objectives for 2024.
- Include a worksheet for setting SMART goals.

Setting clear marketing objectives is a foundational step. Your goals need to be SMART, which means they should be Specific, Measurable, Achievable, Relevant, and Time-bound.

Specific goals are clear and well-defined.

Measurable goals have clear success metrics.

Achievable goals are realistic.

Relevant goals align with your overall business strategy, and time-bound goals have a set timeframe for achievement.

Defining such goals helps create a roadmap for your marketing efforts in 2024.

HANDY ONLINE

TOOLS

1. **ASANA** ([HTTPS://ASANA.COM](https://asana.com)) - A PROJECT MANAGEMENT TOOL FOR SETTING AND TRACKING GOALS.
2. **TRELLO** ([HTTPS://TRELLO.COM](https://trello.com)) - HELPS ORGANIZE AND MANAGE GOALS IN A VISUAL WAY.
3. **MONDAY.COM** ([HTTPS://MONDAY.COM](https://monday.com)) - A WORK OPERATING SYSTEM FOR SETTING AND TRACKING OBJECTIVES.
4. **SMARTSHEET** ([HTTPS://WWW.SMARTSHEET.COM](https://www.smartsheet.com)) - A COLLABORATIVE WORK MANAGEMENT PLATFORM FOR GOAL SETTING.
5. **NOTION** ([HTTPS://WWW.NOTION.SO](https://www.notion.so)) - A VERSATILE WORKSPACE FOR GOAL PLANNING AND TRACKING.

CHATGPT

PROMPTS

TASK 2: SET CLEAR GOALS

- "ASSIST ME IN SETTING SPECIFIC MARKETING OBJECTIVES FOR 2024."
- "WHAT'S A GOOD APPROACH TO MAKE MY MARKETING GOALS MEASURABLE?"
- "CAN YOU PROVIDE EXAMPLES OF ACHIEVABLE MARKETING GOALS?"
- "HOW CAN I ENSURE MY MARKETING GOALS ARE RELEVANT TO MY BUSINESS?"
- "HELP ME CREATE TIME-BOUND MARKETING OBJECTIVES."
- "RECOMMEND CUSTOMER RELATIONSHIP MANAGEMENT (CRM) TOOLS FOR MY BUSINESS."

Worksheet 2: Set Clear Goals

Marketing Objective	Specific	Measurable	Achievable	Relevant	Time-bound
Objective 1					
Objective 2					
Objective 3					
Objective 4					
Objective 5					

TASK 3: CONTENT CALENDAR

- Emphasize the importance of planning content ahead of time.
- Include tips on creating a content calendar.
- Offer a content calendar template for readers to fill out.

A content calendar is your roadmap for content creation and publishing throughout the year. It involves planning what content you will produce, including blog posts, videos, social media updates, and more.

You'll map out key themes and topics, decide when to publish them, and ensure that your content aligns with your overall marketing goals.

This task helps you maintain a consistent and engaging online presence.

HANDY ONLINE

TOOLS

1. **CONTENTCAL** ([HTTPS://WWW.CONTENTCAL.IO](https://www.contentcal.io)) - A CONTENT PLANNING AND PUBLISHING TOOL.
2. **COSCHEDULE** ([HTTPS://COSCHEDULE.COM](https://coschedule.com)) - OFFERS A CONTENT CALENDAR AND SOCIAL MEDIA SCHEDULING.
3. **TRELLO** ([HTTPS://TRELLO.COM](https://trello.com)) - A FLEXIBLE TOOL FOR CONTENT PLANNING BOARDS.
4. **GOOGLE CALENDAR** ([HTTPS://CALENDAR.GOOGLE.COM](https://calendar.google.com)) - FOR BASIC CONTENT SCHEDULING AND COLLABORATION.
5. **AIRTABLE** ([HTTPS://AIRTABLE.COM](https://airtable.com)) - A CUSTOMIZABLE DATABASE FOR CONTENT CALENDAR MANAGEMENT.

CHATGPT PROMPTS

TASK 3: CONTENT CALENDAR

- "SUGGEST A CONTENT CALENDAR TEMPLATE FOR PLANNING BLOG POSTS."
- "WHAT ARE SOME KEY CONTENT THEMES I SHOULD CONSIDER FOR NEXT YEAR?"
- "HELP ME WITH A CONTENT CALENDAR FOR MY SOCIAL MEDIA PLATFORMS."
- "PROVIDE TIPS ON MANAGING A CONTENT SCHEDULE FOR VIDEO CONTENT."

Worksheet 3: Content Calendar

Month	Theme	Key Topics	Publishing Schedule
January			
February			
March			
April			
May			
June			
July			
August			
September			
October			
November			
December			

TASK 4: WEBSITE AUDIT

- Discuss the significance of a website audit.
- Provide a checklist for evaluating website performance.
- Suggest resources for website improvement.

A website audit is a comprehensive examination of your website's performance and functionality. You'll need to ensure that your site is in top shape for the upcoming year.

This includes optimizing page speed, updating content to keep it fresh and relevant, and addressing any technical issues that may be affecting user experience.

A well-maintained website is crucial for attracting and retaining visitors.

TOOLS

1. **GOOGLE PAGESPEED INSIGHTS**

([HTTPS://DEVELOPERS.GOOGLE.COM/SPEED/PAGESPEED/INSIGHTS](https://developers.google.com/speed/pagespeed/insights)) - ANALYZE AND IMPROVE PAGE SPEED.

2. **SCREAMING FROG SEO SPIDER**

([HTTPS://WWW.SCREAMINGFROG.CO.UK/SEO-SPIDER/](https://www.screamingfrog.co.uk/seo-spider/)) - A WEBSITE CRAWLER FOR TECHNICAL SEO AUDITS.

3. **GOOGLE SEARCH CONSOLE** ([HTTPS://SEARCH.GOOGLE.COM/SEARCH-CONSOLE](https://search.google.com/search-console)) - MONITOR WEBSITE PERFORMANCE AND IDENTIFY ISSUES.

4. **AHREFS** ([HTTPS://AHREFS.COM](https://ahrefs.com)) - PROVIDES DETAILED WEBSITE AUDIT REPORTS AND SEO ANALYSIS.

5. **SEOPTIMER** ([HTTPS://WWW.SEOPTIMER.COM](https://www.seoptimer.com)) - A TOOL FOR GENERATING WEBSITE AUDIT REPORTS.

CHATGPT PROMPTS

TASK 4: WEBSITE AUDIT

- "WHAT ARE THE ESSENTIAL ASPECTS TO INCLUDE IN A WEBSITE AUDIT CHECKLIST?"
- "HOW CAN I IMPROVE THE PAGE SPEED OF MY WEBSITE?"
- "ASSIST ME IN IDENTIFYING AND FIXING TECHNICAL ISSUES ON MY WEBSITE."
- "WHAT ARE THE BEST PRACTICES FOR UPDATING AND MAINTAINING WEBSITE CONTENT?"

TASK 5: SEO STRATEGY

- Explain the importance of SEO in online marketing.
- Provide steps to develop an SEO strategy.
- Include a worksheet for keyword research and strategy planning.

Search Engine Optimization (SEO) is the process of optimizing your website to rank higher in search engine results.

Research and planning are critical in this task. You'll identify new keywords that are relevant to your business and industry, and then optimize your website accordingly.

A strong SEO strategy can improve your online visibility and drive more organic traffic to your site.

HANDY ONLINE

TOOLS

1. **SEMRUSH** ([HTTPS://WWW.SEMRUSH.COM](https://www.semrush.com)) - OFFERS COMPREHENSIVE SEO ANALYSIS AND KEYWORD RESEARCH.
2. **AHREFS** ([HTTPS://AHREFS.COM](https://ahrefs.com)) - HELPS WITH KEYWORD RESEARCH, BACKLINK ANALYSIS, AND MORE.
3. **MOZ KEYWORD EXPLORER** ([HTTPS://MOZ.COM](https://moz.com)) - A KEYWORD RESEARCH TOOL WITH COMPETITIVE ANALYSIS.
4. **GOOGLE KEYWORD PLANNER** ([HTTPS://ADS.GOOGLE.COM/HOME/TOOLS/KEYWORD-PLANNER](https://ads.google.com/home/tools/keyword-planner)) - A FREE TOOL FOR KEYWORD RESEARCH.
5. **UBERSUGGEST** ([HTTPS://NEILPATEL.COM/UBERSUGGEST/](https://neilpatel.com/ubersuggest/)) - PROVIDES KEYWORD IDEAS AND SEO METRICS.

CHATGPT

PROMPTS

TASK 5: SEO STRATEGY

- "CAN YOU RECOMMEND TOOLS FOR KEYWORD RESEARCH AND ANALYSIS?"
- "WHAT'S A STEP-BY-STEP GUIDE TO OPTIMIZING MY WEBSITE FOR SEO?"
- "PROVIDE TIPS FOR TRACKING AND IMPROVING KEYWORD RANKINGS."
- "SUGGEST STRATEGIES FOR LOCAL SEO OPTIMIZATION."

Worksheet 5: SEO Strategy

Keyword	Search Volume	Competition Level	Current Rank	Target Rank	Optimization Plan
Keyword 1					
Keyword 2					
Keyword 3					
Keyword 4					
Keyword 5					

TASK 6: SOCIAL MEDIA PLANNING

- Discuss the benefits of scheduling social media content.
- Provide tips on creating a content calendar for social media.
- Offer a sample social media content calendar.

Scheduling social media posts and campaigns in advance is essential for maintaining a consistent online presence.

In this task, you'll create a content calendar for your social media platforms, outlining what you'll post, when you'll post it, and the objectives each post will serve.

This proactive approach ensures that your social media efforts align with your overall marketing strategy.

HANDY ONLINE

TOOLS

1. **BUFFER** ([HTTPS://BUFFER.COM](https://buffer.com)) - A SOCIAL MEDIA MANAGEMENT TOOL FOR SCHEDULING AND PUBLISHING POSTS.
2. **HOOTSUITE** ([HTTPS://HOOTSUITE.COM](https://hootsuite.com)) - OFFERS SOCIAL MEDIA SCHEDULING AND ANALYTICS.
3. **LATER** ([HTTPS://LATER.COM](https://later.com)) - FOCUSED ON INSTAGRAM BUT SUPPORTS OTHER PLATFORMS FOR CONTENT SCHEDULING.
4. **SPROUT SOCIAL** ([HTTPS://SPROUTSOCIAL.COM](https://sproutsocial.com)) - PROVIDES SOCIAL MEDIA SCHEDULING AND REPORTING.
5. **COSCHEDULE** ([HTTPS://COSCHEDULE.COM](https://coschedule.com)) - INCLUDES SOCIAL MEDIA PLANNING AND PUBLISHING.

CHATGPT PROMPTS

TASK 6: SOCIAL MEDIA PLANNING

- "HELP ME CREATE A SOCIAL MEDIA CONTENT CALENDAR FOR THE NEXT QUARTER."
- "RECOMMEND TOOLS FOR SCHEDULING AND AUTOMATING SOCIAL MEDIA POSTS."
- "WHAT ARE SOME ENGAGING CONTENT IDEAS FOR SOCIAL MEDIA?"

"HOW CAN I ALIGN MY SOCIAL MEDIA CONTENT WITH MY MARKETING GOALS?"

TASK 7: EMAIL MARKETING PREP

- Emphasize the role of email marketing.
- Discuss the process of planning email campaigns.
- Include a worksheet for email campaign planning.

Email marketing remains a powerful tool for engaging with your audience.

In this task, you'll review your email marketing performance from the previous year and then plan out your email campaigns for the year ahead.

This involves creating a schedule for sending emails, deciding on the content and messaging, and setting goals for each campaign.

HANDY ONLINE TOOLS

1. **MAILCHIMP** ([HTTPS://MAILCHIMP.COM](https://mailchimp.com)) - A POPULAR EMAIL MARKETING PLATFORM WITH AUTOMATION FEATURES.
2. **CONSTANT CONTACT** ([HTTPS://WWW.CONSTANTCONTACT.COM](https://www.constantcontact.com)) - PROVIDES EMAIL MARKETING AND EVENT MARKETING TOOLS.
3. **HUBSPOT EMAIL MARKETING** ([HTTPS://WWW.HUBSPOT.COM](https://www.hubspot.com)) - PART OF THE HUBSPOT SUITE, WITH EMAIL MARKETING AND CRM.
4. **GETRESPONSE** ([HTTPS://WWW.GETRESPONSE.COM](https://www.getresponse.com)) - OFFERS EMAIL MARKETING AND MARKETING AUTOMATION.
5. **SENDINBLUE** ([HTTPS://WWW.SENDINBLUE.COM](https://www.sendinblue.com)) - INCLUDES EMAIL MARKETING, SMS, AND MARKETING AUTOMATION.

CHATGPT

PROMPTS

TASK 7: EMAIL MARKETING PREP

- "ASSIST ME IN PLANNING AN EMAIL MARKETING CAMPAIGN FOR THE HOLIDAY SEASON."
- "PROVIDE TIPS FOR CREATING COMPELLING EMAIL SUBJECT LINES."
- "SUGGEST EMAIL AUTOMATION TOOLS TO STREAMLINE MY CAMPAIGNS."
- "WHAT ARE THE KEY METRICS TO TRACK IN EMAIL MARKETING PERFORMANCE?"

Worksheet 7: Email Marketing Prep

Campaign Name	Audience	Content Plan	Sending Schedule
Campaign 1			
Campaign 2			
Campaign 3			
Campaign 4			
Campaign 5			

TASK 8: PAID ADVERTISING STRATEGY

- Discuss the importance of paid advertising.
- Explain the steps to fine-tune an advertising strategy.
- Provide a worksheet for ad campaign planning.

Paid advertising can be a significant part of your marketing efforts.

To fine-tune your paid advertising strategy, you'll need to identify your target audience, create effective ad creatives, and set budgets for different campaigns.

This task ensures that you allocate your advertising budget effectively and reach the right audience.

HANDY ONLINE TOOLS

1. **GOOGLE ADS** ([HTTPS://ADS.GOOGLE.COM](https://ads.google.com)) - GOOGLE'S ADVERTISING PLATFORM FOR CREATING AND MANAGING AD CAMPAIGNS.
2. **FACEBOOK ADS MANAGER**
([HTTPS://WWW.FACEBOOK.COM/BUSINESS/TOOLS/ADS-MANAGER](https://www.facebook.com/business/tools/ads-manager)) - FOR CREATING AND TRACKING FACEBOOK AND INSTAGRAM ADS.
3. **LINKEDIN ADVERTISING** ([HTTPS://WWW.LINKEDIN.COM/ADS](https://www.linkedin.com/ads)) - A PLATFORM FOR RUNNING ADS ON LINKEDIN.
4. **TWITTER ADS** ([HTTPS://ADS.TWITTER.COM](https://ads.twitter.com)) - TWITTER'S ADVERTISING PLATFORM.
5. **MICROSOFT ADVERTISING** ([HTTPS://ADS.MICROSOFT.COM](https://ads.microsoft.com)) - FOR ADVERTISING ON BING AND YAHOO.

CHATGPT PROMPTS

TASK 8: PAID ADVERTISING STRATEGY

- "HELP ME IDENTIFY TARGET AUDIENCES FOR MY GOOGLE ADS CAMPAIGN."
- "WHAT'S A GOOD AD CREATIVE STRATEGY FOR FACEBOOK ADVERTISING?"
- "RECOMMEND A BUDGET ALLOCATION STRATEGY FOR MY PAID CAMPAIGNS."

"PROVIDE INSIGHTS ON MONITORING AD PERFORMANCE AND OPTIMIZING AD SPEND."

Worksheet 8: Paid Advertising Strategy

Campaign Name	Target Audience	Ad Creatives	Budget	Start Date	End Date
Campaign 1					
Campaign 2					
Campaign 3					
Campaign 4					
Campaign 5					

TASK 9: TECHNOLOGY REVIEW

- Discuss the role of marketing technology.
- Provide a checklist for evaluating and updating marketing tools.
- Suggest tools and resources for enhanced marketing.

Marketing technology is ever-evolving, and it's essential to stay updated with the latest tools and software.

In this task, you'll evaluate your current marketing technology stack, looking for opportunities to enhance your efforts.

If there are new tools or platforms that can improve your efficiency or reach, this is the time to consider their integration.

HANDY ONLINE

TOOLS

1. **G2** ([HTTPS://WWW.G2.COM](https://www.g2.com)) - A REVIEW PLATFORM TO DISCOVER AND COMPARE MARKETING TOOLS.
2. **CAPTERRA** ([HTTPS://WWW.CAPTERRA.COM](https://www.capterra.com)) - ANOTHER PLATFORM FOR SOFTWARE REVIEWS AND COMPARISONS.
3. **HUBSPOT MARKETING HUB** ([HTTPS://WWW.HUBSPOT.COM](https://www.hubspot.com)) - A COMPREHENSIVE MARKETING SOFTWARE.
4. **MARKETO** ([HTTPS://WWW.MARKETO.COM](https://www.marketo.com)) - A MARKETING AUTOMATION PLATFORM.
5. **ZOHO MARKETINGHUB** ([HTTPS://WWW.ZOHO.COM/MARKETINGHUB](https://www.zoho.com/marketinghub)) - MARKETING AUTOMATION AND CRM.

CHATGPT PROMPTS

TASK 9: TECHNOLOGY REVIEW

- "SUGGEST TOOLS FOR MARKETING ANALYTICS AND PERFORMANCE TRACKING."
- "CAN YOU HELP ME EVALUATE THE SUITABILITY OF A MARKETING AUTOMATION PLATFORM?"
- "WHAT ARE THE LATEST MARKETING TECHNOLOGY TRENDS I SHOULD BE AWARE OF?"
- "RECOMMEND CUSTOMER RELATIONSHIP MANAGEMENT (CRM) TOOLS FOR MY BUSINESS."

Worksheet 9: Technology Review

Marketing Tool	Current Status	Evaluation Criteria	Action Plan
Tool 1			
Tool 2			
Tool 3			
Tool 4			
Tool 5			

TASK 10: TEAM TRAINING

- Explain the importance of investing in the team's skills.
- Offer suggestions for training and development.
- Provide a resource list for marketing education.

Your marketing team plays a crucial role in your success. In this task, you'll invest in your team's skills and knowledge by providing training and resources.

Keeping your team up-to-date with the latest marketing trends, tools, and techniques ensures that they can execute your marketing strategies effectively and adapt to changes in the digital landscape.

This task supports continuous improvement and innovation in your marketing efforts.

HANDY ONLINE TOOLS

1. **LINKEDIN LEARNING** ([HTTPS://WWW.LINKEDIN.COM/LEARNING](https://www.linkedin.com/learning)) - OFFERS A WIDE RANGE OF MARKETING COURSES.
2. **HUBSPOT ACADEMY** ([HTTPS://ACADEMY.HUBSPOT.COM](https://academy.hubspot.com)) - PROVIDES FREE MARKETING COURSES AND CERTIFICATIONS.
3. **COURSERA** ([HTTPS://WWW.COURSERA.ORG](https://www.coursera.org)) - OFFERS MARKETING COURSES FROM TOP UNIVERSITIES AND INSTITUTIONS.
4. **UDEMY** ([HTTPS://WWW.UDEMY.COM](https://www.udemy.com)) - A MARKETPLACE FOR VARIOUS MARKETING COURSES.
5. **GOOGLE DIGITAL GARAGE** ([HTTPS://LEARNDIGITAL.WITHGOOGLE.COM/DIGITALGARAGE](https://learndigital.withgoogle.com/digitalgarage)) - OFFERS FREE DIGITAL MARKETING COURSES AND CERTIFICATIONS.

CHATGPT PROMPTS

TASK 10: TEAM TRAINING

- "PROVIDE RESOURCES FOR TRAINING MY MARKETING TEAM ON SOCIAL MEDIA TRENDS."
- "RECOMMEND ONLINE COURSES FOR IMPROVING CONTENT MARKETING SKILLS."
- "HOW CAN I ENSURE MY TEAM STAYS UPDATED ON THE LATEST SEO TECHNIQUES?"
- "WHAT ARE THE BEST PRACTICES FOR CONDUCTING TEAM TRAINING SESSIONS?"

Worksheet 10: Team Training

Team Member	Training Needs	Training Resources	Training Schedule
Team Member 1			
Team Member 2			
Team Member 3			
Team Member 4			
Team Member 5			

SUMMARIZE THE KEY TAKEAWAYS FROM THE GUIDE.

- Encourage readers to start working on these tasks in November.
- Share the benefits of being well-prepared for 2024.

NEXT STEPS.

- Share your progress on your social media channels
- Contact the team at Virtual Planet Studios for more insights and consulting
sales@virtualplanetstudios.com.au



www.virtualplanetstudios.com.au