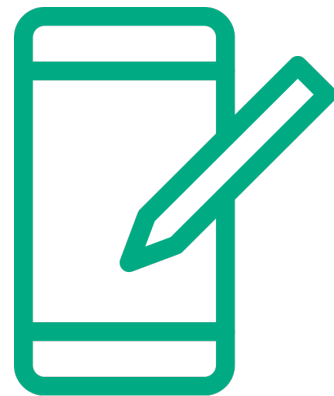


# Digitisation Checklist

## Customers, sales and market



Do you have the basics to ensure online visibility, have you taken action to ensure a high ranking in search results, and can you measure activity on your website?

Have you chosen the right CRM system and do you know how to process your customer data?

Go through the check list and start tackling what's left!

## HOW TO IMPROVE ONLINE VISIBILITY

Do you know your target group?

- Who is the target group?
- Where do you engage best with this target group? Which channels?

Does the content reflect the target group?

- Is the content targeted and personalised?
- Do you have a clear idea of what you want to achieve with your marketing?
- Newsletters

## ANALYTICS AND SEO

- Set up a Google My Business account (GMB)
- Descriptive headings, subheadings for content you publish
- Checked score for your website using Google Search Console
- Created users on relevant social media platforms and content-rich profiles.

Website:

- Good web address/URL
- Easy to contact you
- Call to Action (CTA)
- Content Marketing
- Mobile-friendly
- Linked to Google Analytics or other analytics tool

## CRM

- Chose CRM system
- Set up CRM as required
- Relevant integrations – e-mail, finance, etc.
- Supported and implemented

## CUSTOMER DATA MANAGEMENT

- Procedures for privacy protection (GDPR)
- Utilise reports from customer data for insight