

# A SIMPLE MARKETING PLAN FOR NEW WEBSITES

Below I have prioritised some key activities for you, listing out those things to do now, in a couple of months and beyond. Essentially, it describes the 'low-hanging fruit' of opportunity and helps you separate what's important to do now and later. If you're already doing everything on the short-term list then you can move onto medium-term.

## SHORT TERM WINS

1. Start a Google AdWords campaign
2. Regularly send promotional and helpful emails to customers and prospects
3. Add upsells, cross-sells and recommended products to your ecommerce store
4. Improve the copy of your website
5. Build an email list by offering something for free on your website in exchange for your visitor's email address
6. Ask for referrals from your existing customers
7. Split-test your website pages and Google AdWords landing pages
8. Increase the content of your website through blogging, articles, etc.
9. Add testimonials (written, audio and, ideally, video) and guarantees

## MEDIUM TERM WINS

1. Replicate the successes from your AdWords campaign using Yahoo! and Bing's advertising programmes
2. Optimise your site by reviewing your Google Analytics reports
3. Test audio/video
4. Begin social marketing but on a small scale (Twitter, Facebook, LinkedIn, etc.)
5. Start a search engine optimisation project
6. Look out for and cultivate some joint ventures
7. Use Google Optimiser to split-test elements within your webpages
8. Run Google AdWords on the Content Network and test [Remarketing](#)

## LONG TERM WINS

Everything else! BUT consider going back to the list above and optimising as much as you can first to maximise your returns – and don't forget to apply the 80/20 rule to everything you do!