

THE *ULTIMATE* DIGITAL MARKETING CHECKLIST

FOR POWERSPORTS OUTFITTERS

How to win online and maximize your
lead flow via the internet.



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✓ Is your website optimized for converting visitors to callers?

- ☐ Is your company's phone number in the top right corner on every page?
- ☐ Are you using authentic photos and videos of your team and office(s)?
- ☐ Is there a compelling call-to-action after every significant block of text?
- ☐ Are you giving customers the option to engage immediately via chat or text?
- ☐ Is your website mobile-friendly with an easy click-to-call button?
- ☐ Is your website fast-loading on desktop and mobile?

✓ Is your website optimized for search engine rankings?

- ☐ Do you have the main keyword of every page in that page's title tag and/or meta description? e.g. (City) ATV & UTV Rentals | Your Company Name
- ☐ Do you have pages for each of your core services? e.g. ATV Rentals, UTV Rentals
- ☐ Do you have pages for each of the cities that you service?
- ☐ Do you have unique content on every page of your website?
- ☐ Does your website appear in search listings for the most important keywords? e.g. "(city) ATV rentals" "(city) ATV tours" and other similar keywords?
- ☐ Are you consistently creating new content which includes both outbound and inbound links back to other pages on your website?

✓ Is your company optimized to rank on Google Maps?

- ☐ Have you claimed & verified your Google Business Profile listing?
- ☐ Have you properly optimized your Google Business Profile listing by fully filling out your profile?
- ☐ Are you posting on your Google Business Profile weekly & responding to questions & reviews?
- ☐ Is your company listed on all the major online directory listings with the same company name, address & phone number (NAP)?
- ☐ Do you have a proactive strategy for getting new online reviews consistently?



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✓ Are you taking advantage of paid online marketing?

- ☐ Are you running Google Ads for the most relevant search terms in your market?
- ☐ Are you running targeted Facebook ads to your ideal prospect base?
- ☐ Are you running remarketing ads to your unconverted leads?
- ☐ Are you strategically targeting with specific audiences, ad groups, and landing pages?
- ☐ Do you have conversion tracking in place to track leads back to the ad group or keyword?

✓ Are you active and fully engaged on social media?

- ☐ Do you have your business profiles set up on all social media channels?
- ☐ Do your social profiles include a link to your website, or better yet, a link-in-bio tool?
- ☐ Are you actively engaging with followers and similar powersports outfitter profiles?
- ☐ Are you posting vertical-format video content such as Stories, Reels, and Shorts?
- ☐ Do you post consistently at the same times every week?

✓ Are you leveraging email & marketing automation?

- ☐ Are you following up with your leads within 5 minutes or less via phone, SMS, and email?
- ☐ Do you have conversion campaigns in place that follow up with unconverted leads for you?
- ☐ Do you have a database with your customers' email addresses?
- ☐ Are you sending out a monthly email newsletter with valuable information?
- ☐ Are you leveraging automation to curate online reviews?

✓ Do you have conversion tracking in place to gauge your ROI?

- ☐ Do you have Google Tag Manager and Facebook Pixel installed on your website?
- ☐ Do you have conversion and event tracking set up on all ad platforms, including call tracking?
- ☐ Are you using a CRM system to track leads from source to conversion?



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THE DIGITAL *DOMINANCE* METHOD FOR POWERSPORTS OUTFITTERS

FOR MAXIMUM LEAD FLOW & PROFITABILITY

Search Engine Optimization

Your digital marketing foundation starts with investment in your website's SEO for the long haul.

Pay-Per-Click (Google Ads)

Generate leads (and brand awareness) immediately, right where your future customers are searching.

Reviews

Curating customer reviews not only helps your reputation, it will also support your search rankings.

Retargeting

Capture and refocus previous web visitors, keeping your business top-of-mind.

SOI & CRM

It's important to communicate with past and potential customers using CRM systems.

Awareness

Utilize Facebook Ads to maintain a high level of brand awareness in your market.

Tracking

Ensure conversion tracking is in place on all channels to monitor effectiveness.

Social Media

Stay active & engaged (pleasing the algorithms) and attract future customers.

We can help you get your digital marketing right.
Call or text us at (509) 400-4015 or go to BRAAPdigital.com.



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