

The background features a large, light-colored arrow pointing upwards and to the right. Scattered around the arrow are various social media and business icons, including LinkedIn, YouTube, Instagram, Facebook, and a bar chart. There are also plus signs and a hashtag symbol.

# The Smart Marketing Shift Checklist

Stop chasing likes. Start building leads. This guide will help small business owners and marketing professionals transform their digital strategy from social media-focused to a lead generation powerhouse through practical, actionable steps that create lasting marketing assets.

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# Step 1: Audit Your Current Marketing Strategy



## Lead Source Tracking

Do you know where your last 10 leads came from? Identifying your most effective channels is crucial for optimizing your marketing budget.



## Conversion Analysis

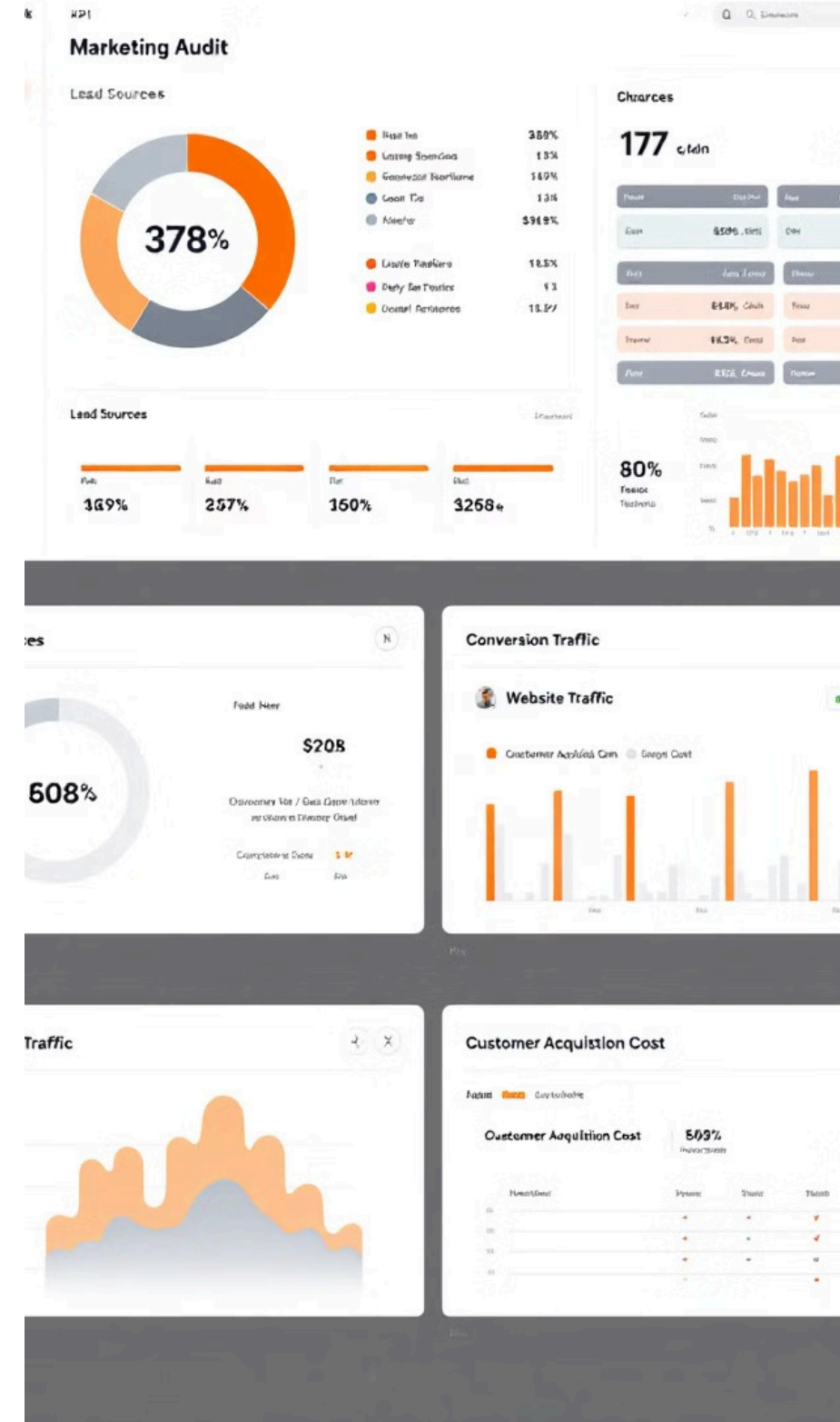
Are you tracking conversions from social posts? Understanding which content drives action helps refine your content strategy.



## Local SEO Assessment

Does your website rank for local search terms? Is your Google Business Profile optimized? Have you identified your top 5 high-intent keywords?

A thorough audit reveals gaps in your current strategy and identifies opportunities for improvement. The goal is to understand what's working now so you can double down on effective tactics while eliminating time-wasters.





## Step 2: Create Evergreen Content Assets



### Create Blog Content

Write one post answering a common customer question with local references



### Optimize for SEO

Add FAQ section and internal links to boost search visibility



### Add Call-to-Action

Link to your service or contact page to convert readers



### Drive Leads

Convert traffic into qualified business opportunities

Evergreen content continues to drive traffic and generate leads long after publication. Unlike social media posts that disappear quickly, quality blog content can attract potential customers for years. Focus on solving real problems your audience faces and naturally incorporate local keywords to improve regional search visibility.



# Step 3: Film a YouTube Video with Local Intent

## Video Content Essentials

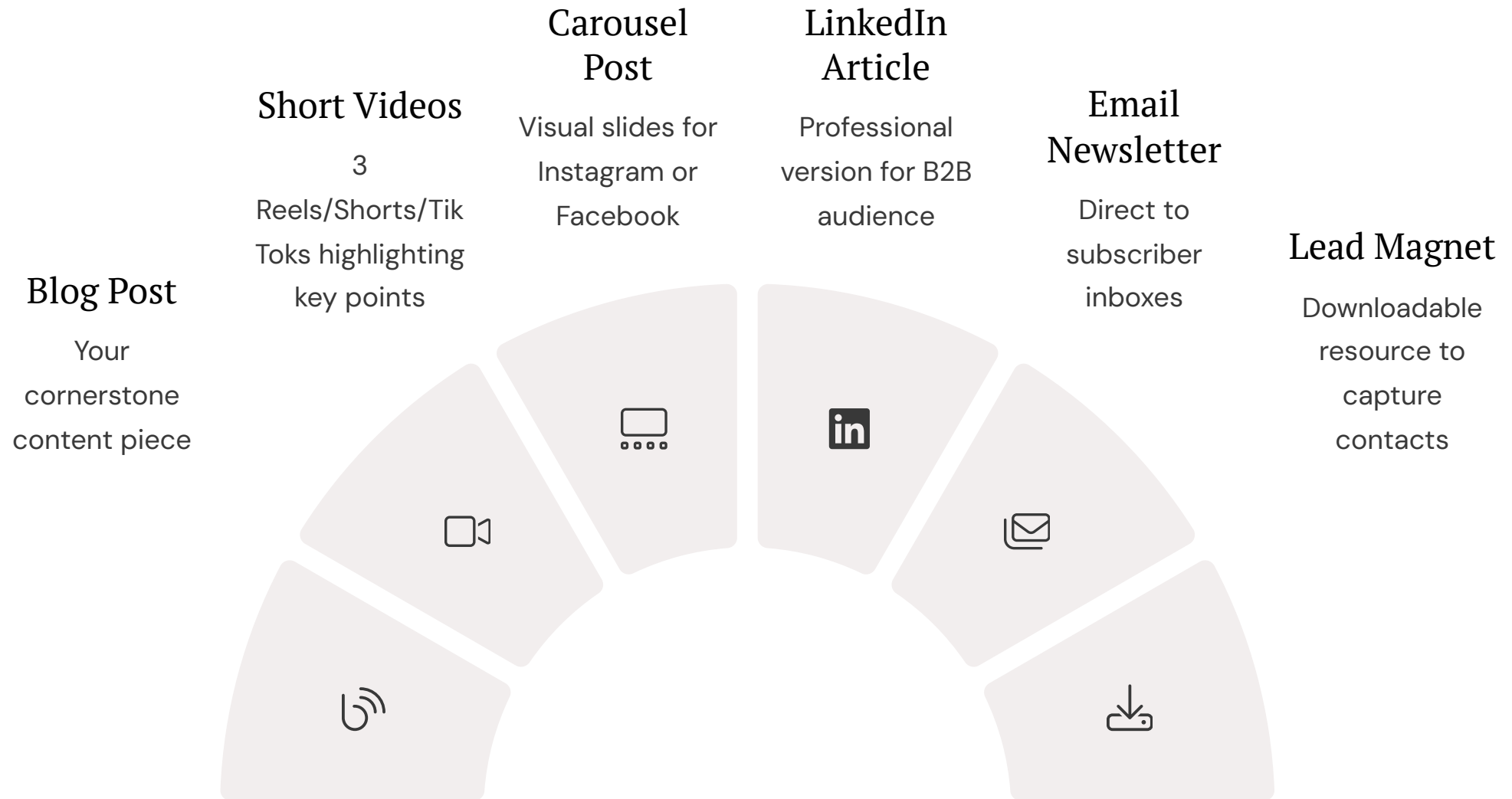
- Choose a topic aligned with your blog (e.g., "How to [Service] in [City]")
- Keep it under 3 minutes and mobile-friendly
- Add a keyword-rich title and description
- Link back to your website and Google Business Profile
- Embed video in the corresponding blog post

## Double Exposure Strategy

When you combine YouTube videos with SEO-optimized content, you create a powerful synergy. Videos appear in both YouTube search results and Google search pages, dramatically increasing your visibility. This approach also caters to different learning preferences—some people prefer reading while others prefer watching.

Videos with local intent help establish you as an authority in your specific region, making them particularly valuable for service-based businesses targeting local customers.

# Step 4: Repurpose Content Across Channels



Maximize your return on investment by transforming one piece of content into multiple formats. This strategy allows you to maintain a consistent presence across platforms without creating entirely new content for each channel. Focus on adapting the format to suit each platform's unique requirements while keeping the core message consistent.



## Bonus: Spot Social Media Burnout Early

### The Social Media Burnout Test

- I post daily but haven't gotten a lead in months
- I spend more time editing content than engaging leads
- I don't measure ROI from any of my posts
- My social content disappears in 24–48 hours
- I feel like marketing is a hamster wheel I can't get off

**3 or more? It's time to shift.**

### Warning Signs

Social media can quickly become a time sink without clear business results. If you're constantly creating content but seeing diminishing returns, it's a clear indicator that your strategy needs adjustment. The goal isn't to abandon social media entirely, but to realign it with lead generation objectives.

### The Solution

Shift from quantity to quality. Focus on creating fewer, higher-impact pieces that directly connect to your lead generation funnel. Use social media strategically to amplify your evergreen content rather than as your primary content platform.





# 30-Day Smart Marketing Calendar

## Week 1: Audit & Research

- Analyze current marketing performance
- Identify top-performing content
- Research high-intent keywords
- Optimize Google Business Profile

## Week 3: Video Production

- Script and plan YouTube video
- Film and edit content
- Optimize title and description
- Upload and embed in blog post



## Week 2: Content Creation

- Write cornerstone blog post
- Optimize for local SEO
- Add FAQ section and internal links
- Create compelling call-to-action

## Week 4: Repurpose & Promote

- Create derivative content formats
- Schedule social promotion
- Send email newsletter
- Track initial performance metrics

This structured approach ensures you make consistent progress without feeling overwhelmed. Each week builds upon the previous one, creating a complete marketing system by the end of the month.

# Ready to Shift Gears?



Let Digital Marketing Group (DMG) help you:

- Audit your current marketing performance and identify opportunities
- Develop evergreen content strategies tailored to your business
- Build a lead-generating system that works while you work
- Implement measurement tools to track ROI and optimize results

Transform your marketing from a time-consuming chore into a strategic asset that consistently drives qualified leads to your business.

 **Located at Five Greentree Centre, Marlton, NJ**

**Contact us** today to schedule your marketing strategy consultation and start building a sustainable lead generation engine.