

# Essential 99-Point Digital Marketing Checklist

To Attract 10X More  
Leads and TRIPLE  
Conversions.



CAMROBERTS.COM.AU  
BUSINESS | SUCCESS | MARKETING



# Meet your Mentor...



Cam Roberts is a leading Omnichannel Marketing Consultant, Agency Owner of **Bubblegum Marketing**, and **Fractional CMO** who works with Business Owners & Industry Experts to create their own "DREAM CLIENT" systems using online branding, social media, and sales funnels. He is the host of the #1 Brand Podcast in Australia - Personal Brand Talk. After spending nearly 30 years in business, sales, & marketing, Cam knows how to LAUNCH, GROW, and SCALE. He has worked with hundreds of Businesses and Industry Experts that include Amazon Multi-Millionaires, 7-Figure Digital Marketers, Multi-Million Dollar Speakers, Property Coaches, Wealth Creation & Health Experts, Business Coaches and many more...

# ESSENTIAL 99-POINT MARKETING CHECKLIST

That Skyrockets Conversions and Sales. How many are you missing?

## Your Website Marketing Must...

- ☐ Have a headline that addresses your visitors “in the moment” desires and motivation.
- ☐ Focus on making the words sell or are graphics more prominent.
- ☐ Flag your target market, so that they feel this is for me.
- ☐ Only talk to the customers who are most likely to buy.
- ☐ Have a unique ‘hook’ or story that will draw some and disqualify others.
- ☐ Make the promise of a big reward and then back it up.
- ☐ Use curiosity to keep your visitors reading even though they are hurried.
- ☐ Use the power of a unique story or ‘hook’ to hold your visitors attention.
- ☐ Use “The Power Thread” to keep reminding your visitors that they need what you have.
- ☐ Repeatedly use the words you and your so that what you are saying is directed right at your visitor.
- ☐ Offer testimonials that reveal ‘before and after’ results.
- ☐ Have testimonials written right in your sales presentation.
- ☐ Make bold, unique and or unusual statements.

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- ☐ Use techniques like short sentences and no 'pause words' to help maintain your reading momentum.
- ☐ Continually offer more and more credible proof.
- ☐ Use the power of the right question at the right time to increase desire.
- ☐ Have a momentum that climaxes with 'the offer.'
- ☐ Make an irresistible offer.
- ☐ Tell them something they already know while revealing to them important details that they didn't know.
- ☐ Address your visitors hidden reasons to buy.
- ☐ Push your visitor's emotional reasons to buy.
- ☐ Focus on the benefits or the features of your product.
- ☐ Use specific numbers in the presentation & testimonials.
- ☐ Use indirect credibility builders.
- ☐ Use the proven principles of Direct Response copywriting.
- ☐ Use headlines in your testimonials.
- ☐ Be threaded with obvious as well as subtle buying triggers.
- ☐ Prominently use real-life testimonials.

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- ☐ Be embedded with “Real-life Snippets”.
- ☐ Discreetly evoke the deeper pain.
- ☐ Use undetectable realness and believability factors.
- ☐ Subtly and effectively reveal your ‘persona’.
- ☐ Disqualify people you don’t want as customers.
- ☐ Offer an irresistible enticement to secure their name and email address.
- ☐ Use only a few bullet points at once so that important points don’t get skipped over.
- ☐ Use bullet points to address important points and benefits to your reader.
- ☐ Have the text centred in the middle of the screen for easy reading.
- ☐ Have less than 5 lines of text in a row.
- ☐ Eliminate links and buttons that distract your visitor’s attention.
- ☐ Use different styles of bullet points to keep grabbing attention without being ‘over the top’.
- ☐ Offer a colour scheme that maintains a professional look without being too much.
- ☐ Use the 4 high response colours.
- ☐ Prominently use real-life testimonials.
- ☐ Use graphics to compel visitors to read your sales presentation.

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- ☐ Use professionally designed testimonial boxes that highlight the words rather than the photos.
- ☐ Stay away from 'attractive' distracting graphics
- ☐ Use subtle graphic frames to add professionalism without distracting the reader.
- ☐ Effectively use spacing to allow the site to breathe and therefore be more inviting.

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## Your Sales Copywriting Must...

- ☐ Tell them everything they need to know if this is the ONLY time they will see your message
- ☐ Speak directly to them and their problems, pains and frustrations
- ☐ Provide open loops and incomplete information to create curiosity for them to keep reading and take the next step
- ☐ Prove to them without a doubt in their mind that you can be trusted and have credibility
- ☐ Present something new and exciting to release dopamine in their minds to make them feel excited or special
- ☐ Flow smoothly so it reads “fast” without any trips or bumps
- ☐ Write with a bias towards shorter sentences and paragraphs
- ☐ Smash objections in their minds, including buyer’s anxiety
- ☐ Have a risk reversal mechanism so it’s “safe” for them to buy
- ☐ Be conversational but aligned to your market and the language they use
- ☐ Sell the result your product or service gives the buyer
- ☐ Use “strong” language, avoiding weak words like “might”, “could”, “maybe”

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- ☐ Provide, where appropriate, multiple ways to contact you
- ☐ Read under the FK Grade Score of 8.5
- ☐ Be interesting and entertaining to read, even in the B2B space
- ☐ Sell a "BIG" result, very few people want small increments
- ☐ Leverage the sloth in all humans who wants instant results
- ☐ Enter the conversation already in the prospect's mind
- ☐ Use proven headline power words that grab attention
- ☐ Use active not passive words – avoid "was", "are", "can" "to be"
- ☐ Make it safe for the buyer by "turning the light on" – explain what will happen at the next step because no wants ot walk into a dark room

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## Your Social Media Ads Must...

- ☐ Use images that captures attention within 3 seconds
- ☐ Incorporate videos for remarketing based on 15-second video views
- ☐ Contain emotional direct respond sales copywriting that tells them exactly what do to for the next step
- ☐ Reach the right target audiences at an economical price
- ☐ Use the correct ad selection depending on where your prospects are in the buying cycle – awareness, consideration and conversions
- ☐ Send people to the next step that immediately solves a problem for them
- ☐ Capture attention quickly
- ☐ Take advantage of remarketing to custom audiences and look-a-like audiences to increase conversions and decrease ad spend
- ☐ Be setup correctly within ad sets and ads level to utilize campaign level budgets so an equal budget can be spread across all ad sets and ads
- ☐ Test both Long Form and Short Form Sales Copywriting in the Ad Text Area
- ☐ Include ads that attract comments, likes and shares – which will improve your overall ads performance
- ☐ Test “call to action” buttons – for example: Apply Now VS Learn More
- ☐ Pay for itself using tripwires, immediate upsells, high-ticket items and self-liquidating offers

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## Your Marketing Automation Must...

- ☐ Never look like it's automated! The whole idea is to make your automated marketing look as personal as possible.
- ☐ Systematically nurture your prospects and convert sales
- ☐ Include automated email, automated sms, automated chatbots, automated calendar bookings, automated quotes, automated invoices and more
- ☐ Segment users and contact lists based on Tags and their clicking behavior inside your campaigns and funnels
- ☐ Be setup correctly so you can quickly get reports on what's working and what's not working
- ☐ Replace all the repetitive marketing tasks in your business
- ☐ Streamline your business processes and increase the velocity of the sale
- ☐ Integrate with your website forms and put new leads straight into your CRM

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## Your Content Marketing Must...

- ☐ Provide value via education, entertainment, or empowerment
- ☐ Be consistent across every week across various platforms
- ☐ Organically speak to and attract your ideal buyer persona
- ☐ Use various types of media such as written articles, podcasting, videos, and short posts
- ☐ Relevant to the type of media it is being posted on... content that you post on LinkedIn is different to content posted on Facebook
- ☐ Build trust and authority as you become the expert sharing your knowledge and wisdom
- ☐ Help people by actually helping people!
- ☐ Include a call to action on what you want the reader, listener or viewer to do next
- ☐ Grab their attention with a strong headline

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# WHERE TO NEXT?

If you're serious about creating a Remarkable Business, let's talk...

I am passionate about helping you create a remarkable businesses, and I am always on the lookout for strategic minded people who are ready to Launch, Scale, or Re-Position their Brand!

Book a short online consult call and let's find out where the biggest gaps are in your marketing...

Talk soon,  
Cam Roberts  
CEO of Bubblegum Marketing  
Fractional CMO

**Book Consult Call**

