

DIGITAL STRATEGY DECISION CHECKLIST

Checklist for deciding if a digital strategy is good for your nonprofit or mission-driven business.

- ☐ **1. Is there a mission match?**
Does the media environment reflect your values and mission? As always, mission-driven businesses and nonprofits want to start by matching your marketing channels to your mission. If your mission is to serve a lower income, lower literacy population then some costly digital media environments may be inappropriate.
- ☐ **2. Do you have an expectations and strategy match?**
Which paid media option best complements your audience's expectations and your overall strategy? If developing a mobile app that meets your audience's expectations will be costly, is that the best use of your resources? Can you charge for a mobile app, or would that seem totally inappropriate in your world? Is your core media strategy based on broad audience reach or frequency for a select few?
- ☐ **3. Is this media you can own, or only rent?**
Several of the podcasting platforms enable you to host episodes on your own website as well as subscription platforms such as the App Store on iTunes or Android Apps on Google Play. Media you "own" and control always trumps media you rent or share. (Think Facebook. It can change tomorrow and you have no control.) See the classic warning post "Digital Sharecropping: The Most Dangerous Threat to Your Content Marketing Strategy" from Copyblogger.)
- ☐ **4. Can you handle the technology in-house, outsource cost effectively, or will the digital medium become a distraction?**
After an initial learning curve, do you think you can sustain and maintain this digital medium in-house, will you need some ongoing support from digital marketing professionals, or is there a risk this could become a costly distraction from your mission? Until you've conquered posting to social media and getting a newsletter or blog posts out on a consistent schedule, you want to be cautious about adding weekly podcasts, digital TV videos or a mobile app to your workload.
- ☐ **5. Should you be a digital marketer?**
Maybe you already are, maybe you will be, and maybe you shouldn't be. You cannot afford to be swayed by the latest "shiny object." Each situation is unique and ultimately it is the match between your mission, your audience, your goals, and your capacity to sustainably execute a digital marketing strategy.