

2022

DIY DIGITAL MARKETING GUIDE

Over **50** resources
to tackle a
Do-It-Yourself
Digital Marketing
Strategy

IN2
COMMUNICATIONS

The next generation of lead generation





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Social Media

Click on each resource for instant access!

1. **Build your social media marketing strategy for 2022**
2. **20 Social Media Templates to Save You Hours of Work**
3. **Social Media Policy Template**

Never miss a holiday or special occasion!

4. **“National Day” Calendar**
5. **United States Holidays and Observances Calendar 2022**
6. **Canadian Holidays and Observances Calendar 2022**



*The lifespan of a post on LinkedIn
is 24 hours.*

- LinkedIn



B2B Marketing

Click on each resource for instant access!

1. [Selling B2B to Win](#)
2. [Newest LinkedIn Learning Courses](#)
3. [Powerful B2B Marketing Strategies](#)
4. [4-Step B2B Marketing Plan and Template](#)
5. [Best B2B Email Marketing Examples](#)



72% of B2B buyers look at the salesperson's LinkedIn profile and activity as part of their buying process.

- selltowin.com



Online Employee Advocacy

Click on each resource for instant access!

1. [Intro to Employee Advocacy](#)
2. [How to Write a Social Media Policy for Employees](#)
3. [The Perfect LinkedIn Profile Checklist](#)
4. [LinkedIn Summary Examples](#)
5. [30 Day LinkedIn Bootcamp](#)



87% of B2B sales profiles are misaligned with their company's brand.

- selltowin.com



Google Search Optimization

Click on each resource for instant access!

1. [Google's Own Search Engine Optimization Starter Guide](#)
2. [10 Free SEO Resources](#)
3. [Check and fix your page speed](#)
4. [How to Use Google Search Console](#)
5. [Get Started with Google Analytics](#)

Plus... Check out this Google Chrome Extension

6. [Detailed SEO Extension](#)



75% of people never scroll past the first page of Google search results.

- SEMrush



Paid Advertising

Click on each resource for instant access!

1. HubSpot's 2021 Advertising Guide
2. Google Skillshop (not just paid advertising!)
3. Simple Google Tag Manager Tutorial
4. Top 5 Paid Media Trends to Watch out for in 2022
5. LinkedIn Marketing Labs for Advertising – Get Certified



*Companies see a return of
\$2 for every **\$1** they spend on Google Ads.*

- Google



Blogs and Content Marketing

Click on each resource for instant access!

1. [Step-by-Step Guide to Blogging in 2022](#)
2. [Benefits of Business Blogging](#)
3. [Upcoming Content Marketing Trends](#)
4. [Free Content Marketing Templates](#)
5. [How to Research and Plan Blog Content for a Year](#)



*Small businesses that blog get **126%** more lead growth than those that don't.*

- Marketpath



Video Strategy and Vlogs

Click on each resource for instant access!

1. Self-Shot Video Tips
2. Top 10 LinkedIn Selfie Videos For LinkedIn Engagement
3. Guide for Video Marketing in 2022
4. Making Professional Videos: What Equipment Do You Need?
5. YouTube Creator Academy: Beginner's Guide to Video Editing



84% of people have been convinced to buy a product or service by watching a brand's video.

- Hubspot



Email Marketing

Click on each resource for instant access!

1. [Beginner's Guide to Email Marketing](#)
2. [Top Email Marketing Strategies in 2022](#)
3. [Email Marketing Trends to Implement in 2022](#)
4. [MailChimp's Email Design Guide](#)
5. [The Best Email Template Builders](#)



*When you invest **\$1** into email,
you get **\$36** back*

- Constant Contact



Website User Experience

Click on each resource for instant access!

1. [Google's Basics of UX](#)
2. [30 Useful User Experience Tools](#)
3. [Make Your Website More User-Friendly](#)
4. [UX Tools and How to Use Them](#)
5. [LinkedIn Certified UX Design Courses](#)



88% of people won't return to a website after a bad user experience

- Smallbizgenius



Lead Generation & CRO

Click on each resource for instant access!

1. [Start Your Conversion Rate Optimization](#)
2. [Beginner's Guide to CRO](#)
3. [Easy Ways to Optimize Your Site for Lead Generation](#)
4. [CRO-101 Course](#)
5. [B2B Lead Generation Tips](#)



*Conversion rate optimization has an average return-on-investment of **223%***

- Wordstream



Thanks for Downloading the
2022 DIY Digital Marketing Guide.



In2Communications is a global award-winning full-service digital marketing agency.

We help our clients transform their 'digital DNA' to drive awareness, boost consideration rates and generate sales leads.

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Roche

Shred-it
A SECURIT COMPANY

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WHOLESALE**

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