Choosing Digital Marketing Tools and Platforms: A Worksheet

There are many things to consider when choosing which digital marketing tools and associated platforms will work best for you. This worksheet was developed to assist you with this decision.

For each feature listed, evaluate how important it is to you and the level of effort you wish to invest in it. For example, when considering the "Time to Maintain" feature, you know you only want to spend a minimal amount of time on your digital marketing content - time is a major consideration for you. In this case, you enter a 1 in the Importance column (very important) and circle 1 clock (< 30 minutes) in the Rating column.

Once you've completed the worksheet, compare your ratings with those on the Digital Marketing Tools and Platforms At-a-Glance chart, paying particular attention to the features that are most important to you. By doing so, you will identify the tools/platforms that best fits your needs. This, in turn, will help you create a well-suited digital marketing strategy for your business.

Feature	Importance 1 = most 2 = somewhat 3 = least	Rating
Cost: Are you willing to pay for the tool/platform? If yes, circle the '$' sign and if no, circle '---'. Circle both if you're open to either possibility.		**$** —
Primary Technology: Do you want to use a computer, smartphone or both? Circle the computer, phone or both.		💻 📱
Time to Set Up: How much time do you want to spend setting up the account or the platform? Circle the number of clocks that correspond with the amount of time you're willing to spend: 1 clock < 30 minutes; 2 clocks < 2 hours, 3 clocks > 2 hours.		🕐 🕐 🕐
Time to Maintain: How much time do you want to spend creating and maintaining marketing content? This includes time to respond to those engaging with your content. Circle the corresponding number of clocks: 1 clock < 30 minutes; 2 clocks < 2 hours, 3 clocks > 2 hours.		🕐 🕐 🕐
Ease of Use: How easy do you want the tool/platform to be? Are you willing to learn new skills (i.e., video editing) to make your content. Circle the corresponding number of thumbs up: 1 thumb up = more challenging to use initially; 2 thumbs up = most features are easy to use, but a few features are more complicated; 3 thumbs up = easy to use.		👍 👍 👍

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Target Age Range: What age audience are you wanting to reach? Consider who may be willing to buy seafood the way you are selling it (e.g., going to a Saturday Fishermen's Market, purchasing online and picking it up). Circle one (or more).		**18 - 29** **18 - 49** **18 - 64** **18 - 65+**
Level of Engagement: How much online/text interaction do you want to have with your customers? Circle the corresponding number of people: 1 person = limited interaction; 2 people = moderate interaction (customers can interact via likes, comments, and direct messages); 3 people = high interaction (customers can interact via likes, comments, direct messages, and video responses).		👤 👤 👤
Public Reach: How easily do you want people to be able to find your content? Circle the corresponding number of people: 1 person = limited reach (customers must look for your business to find it); 2 people = moderate reach(customers may (or may not) find your content if they don't follow you); 3 people = wide reach (customers are likely to find your content if they don't follow you).		👤 👤 👤
Ease of Access for Customers: How accessible do you want your content to be to your customers? Circle the corresponding number of thumbs up: 1 thumbs up = limited access (customers can only access your content if they have an account on the platform or opt-in to a subscription list); 2 thumbs up = moderately accessible (customers can view your content without having an account with the platform, but may have limited interactions); 3 thumbs up = no limits to access.		👍 👍 👍
Paid Visibility: Are you willing to pay a fee to promote your content? If you are, circle the checkmark, and, if you're not, circle '---'. Circle both if you're open to either possibility.		✓ —
Online Sales: Are you interested in selling your product online either now or in the future? If you are, circle the checkmark, and, if you're not, circle '---'. Circle both if you're open to either possibility.		✓ —