

Marketing Checklist

Company name: _____ Date established: _____

Contact name / phone / email: _____

Marketing Budget: _____

Business type: Product Services Online only Office Store front

Step 1: Determine goals

Create awareness Connect with target audience Increase sales Capture emails

Step 2: Determine timeline - One week 2 weeks One month 3 Months

Step 3: Determine target audience

Age range: _____ Gender: _____ Income: _____ Interests: _____

Step 4: Create ideal client profile using input from Step 2

Step 5: Determine value proposition

(hint: it's what the customer can expect / what will get out of it):

Step 6: Create / gather content based on value proposition

Introduction Blog / Vlog Photographs Pricing Social media posts Infomercials
 Landing pages Email blast Special Sales Packages Testimonials

Step 7: Establish online presence

Website Social Media Affiliates

Step 8: Establish physical collateral

Business cards Brochures Give-aways Product / inventory

Step 9: Establish necessary software and analytics

Project management Social Media management Accounting KPIs CRM

Step 10: SEO

Step 11: Launch campaign – FB Ads PPC Advertising YouTube videos Television/radio

Step 12: Reinforce campaign with – Tradeshows Networking Other events

Step 13: Evaluate and adjust