

**MAJOR**

# MARKETING CHECKLIST

## FOR SMALL BUSINESSES

- Identify the specific demographics, interests, and pain points of your ideal customers
- Create a customer persona for your ideal customers
- Create a marketing plan for your business
- Determine what you want to achieve with your marketing efforts (e.g. increase sales)
- Create a memorable logo, consistent color scheme, and clear brand messaging
- Create brand guidelines including colors, fonts, logos
- Build an effective, user-friendly, mobile-responsive and informative website
- Optimize your website for search engines to improve visibility and organic traffic
- Connect your website to Google Analytics
- Create high-quality, valuable content that addresses your audience's needs and interests
- Choose the right social media platforms for your business and set up profiles
- Maintain an active and engaging presence on social media
- Set up a method for obtaining customer emails
- Build a subscriber list and send targeted and valuable emails
- Use directories, Google My Business and community events to enhance your presence
- Attend events, collaborate with other businesses, and build relationships in your industry
- Consider using platforms like Google Ads or Facebook Ads to target specific audiences
- Encourage satisfied customers to leave positive reviews on platforms like Google or Yelp
- Create a list of trackable marketing goals and key performance indicators (KPIs)
- Regularly track KPIs to measure the effectiveness of your marketing efforts
- Allocate funds for marketing activities based on your business goals and expected ROI
- Keep up with industry trends, new marketing tools, and emerging technologies.