

Marketing Checklist

You've started your business; now, use these essential marketing and advertising tools to develop your brand, attract target customers and drive more sales.

BRAND IDENTITY AND MESSAGING

- Trademarked Logo
- Business email Address
- Mobile-Friendly Website
- Brand Guidelines
- Buyer Persona | Target Audience
- Brand Strategy
 - Mission Statement
 - Brand Vision
 - Core Values
 - Brand Personality

SOCIAL MEDIA PRESENCE

- Facebook
- LinkedIn
- Twitter/X
- YouTube
- Instagram
- Pinterest
- TikTok
- Snapchat

PRINT MARKETING

- Business Cards
- Brochures | Flyers
- Letterhead | Envelopes
- Folders with Business Logo
- Signage
- Postcards
- Sales/Specs Sheets
- Note Cards

ADVERTISING

- Radio and Podcast
- TV and Streaming Services
- Digital Ads (Google)
 - Search Engines
 - Social Media
 - Email Marketing
 - Video Ads
 - Display/Banner Ads
- Print ads (i.e. Direct Mail, magazines, newspaper, etc.)
- Listings on local directories and review sites

OTHER

- Product Packaging, Shopping Bags and Employee Uniforms

