



# Marketing Essentials Checklist

Whether you're an experience business owner or providing marketing support for a business, this checklist will help you uncover gaps you may have in your marketing strategy.

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- Clear, written, and measurable business goals - so your marketing plan can support them
- Monthly marketing budget that aligns to help you reach your business goals
- Messaging that quickly and clearly explains your customers PROBLEM, SOLUTION & the RESULT that your business provides
- Defined target audience & ideal customer
- Methods of reaching potential customers - organically & paid.
- Tracking where your customers are finding you
- Website that quickly educates visitors on what your business does or the problem you solve. Ideally you should know within 3-5 seconds and without scrolling
- Method to capture leads. A lead magnet in place (something of value, such as an e-book, checklist, quiz, educational email series) in exchange for contact info
- Using email marketing to nurture leads and/or current customers
- CRM or email program that stores your customer and prospect info (Excel or Drive can be used to start)
- Regularly creating content (emails, social posts, videos, blogs) that speaks to your audience's needs and problems - not just trying to sell something
- Using social media to engage with your audience and promote your business
- Referral program to encourage your existing customers to refer new clients and write reviews/testimonials



## Need a Helping Hand?

Whether you need help with a single project or ongoing marketing support, we're here to help you on your terms!

[Free Strategy Session](#)