Marketing Checklist

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| --- | --- |
| Date: |  |

**Getting Started**

Current and future business goals and ideal targets (Worksheet 1)

Customer persona (Worksheet 1)

Customer journey (Worksheet 1)

Current branding (Worksheet 1)

External analysis (Worksheet 1)

Internal analysis (Worksheet 1)

Social media platforms set up?

Review of current website and improvements needed to be made

**Branding**

Logo

Colour codes/palette

Basic social templates set up for future social posts

Improvements to be made (following from Worksheet 1)

**Visibility**

Google Business Listing set up?

Review of where you’re currently appearing on online directories

Review of your SEO status and where you rank in searches

**Data**

Have you set up Google Analytics on your site?

Do you have the correct sign up forms on your site?

Are your mailing lists following GDPR guidelines?

Have you done a recent database cleanse to remove any old data?

Is the way you are currently storing data compliant?

**Content**

Have you created a bank of content that can be easily reused?

Is the way you currently host content accessible and supportive for people with disabilities/impairments?

Do you have readily available templates? E.g. if you want to create a monthly newsletter to retain customers, have you created a maintainable template?

Have you checked that the content you are creating matches with its target audience?

**Strategy**

Situational analysis completed?

Do you have objectives in mind? Remember to make these SMART.

Decided how you are going to achieve these goals?

What about the methods you will use to get there?

Do you have the timeline for implementing the strategy?