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?