

# 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 MESSEGING

- 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
- 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.

