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
- 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.

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