

## Marketing Checklist

Want to improve your marketing, but not sure where to start? Answer these questions to evaluate your company's marketing strengths and weaknesses.

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### STRATEGIC MARKETING

*Does your company:*

- YES NO utilize a blog to drive traffic, and convert that traffic to leads?
- YES NO automate content marketing emails for leads and follow-up emails for customers?
- YES NO use social media organic posts and advertisements with a clear purpose in mind?
- YES NO have a thoughtful marketing budget and use statistics to evaluate results?

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### CREATIVE MARKETING

*Does your company:*

- YES NO have a logo that is used on all materials and is easily recognized by customers?
- YES NO have a branding guide and consistent look that is used on all materials?
- YES NO use well-designed print materials and digital advertisements across a variety of platforms?
- YES NO have well-written, useful text on all of your print and digital materials?
- YES NO have business cards for each employee?

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### MARKETING INFRASTRUCTURE

*Does your company:*

- YES NO have a website that is easy to navigate with all of the information that your clients need?
- YES NO have a website that is search engine optimized (SEO)?
- YES NO have a website that is mobile-friendly?
- YES NO have a plan and schedule for social media posts?
- YES NO have an email marketing platform to collect, organize, and send emails?

## Next Steps

Want to improve your company's marketing? Contact us for a free in-person consultation!