

TAKE OUR 50 POINT MARKETING CHECKLIST

- ☐ Logo
- ☐ Brand Overview
- ☐ Business Cards
- ☐ Company Emails
- ☐ Instagram Account
- ☐ Facebook Page
- ☐ Google My Business
- ☐ Photo shoot
- ☐ Business Strategy
- ☐ Coming Soon Website

- ☐ Building Signage
- ☐ 12 Month Marketing Plan
- ☐ E-commerce/Lead Website
- ☐ CRM
- ☐ Analytics
- ☐ Facebook Ads
- ☐ Google Ads
(Search, Display, Shopping & Youtube)
- ☐ Re-targeting Ads on FB/Google
- ☐ SEO
- ☐ Burst Email

- ☐ Secondary Channels
(Pinterest, Snapchat, Tiktok, Twitter,
Spotify, Amazon, Ebay, Gumtree)
- ☐ Custom Channels
- ☐ Influencer Marketing
- ☐ Podcasting
- ☐ Apps
- ☐ Merchandise
- ☐ Annual Reports
- ☐ Employee Engagement
& Comms

- ☐ Communications Strategy
- ☐ Sales Staff Training
- ☐ Direct Mail Campaigns
- ☐ Referral Networks
- ☐ Radio
- ☐ Bus Advertising
- ☐ Digital OOH (Out of Home)
Service stations, Shopping Centres etc
- ☐ Billboards

- ☐ TV / Youtube / Vimeo Ads
- ☐ Magazine Advertising
- ☐ Loyalty Program
- ☐ Cold Calling
- ☐ Monthly Promo Strategy
- ☐ Blog
- ☐ Video Content
- ☐ SMS Burst
- ☐ Flyers

- ☐ Email Journeys
- ☐ PR Announcements
- ☐ Brand Partnerships /
Sponsorships
- ☐ Directory Listings
- ☐ Fleet Vehicle signage

Total: /50



How well did you score?
LET US KNOW TODAY

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