

# Marketing Checklist

Digital Marketing Strategies	Traditional Marketing Strategies
<b>1. Website</b> <input type="checkbox"/> Create and maintain a user-friendly website with essential information about your business, products, and services. <input type="checkbox"/> Ensure the website is mobile-responsive.	<b>1. Print Advertising</b> <input type="checkbox"/> Place ads in local newspapers, magazines, and community newsletters. <input type="checkbox"/> Consider direct mail campaigns with postcards or flyers.
<b>2. Search Engine Optimisation</b> <input type="checkbox"/> Optimise your website for search engines to improve organic visibility. <input type="checkbox"/> Use relevant keywords in your content.	<b>2. Local Events and Sponsorships</b> <input type="checkbox"/> Participate in or sponsor local events, fairs, or community fundraisers. <input type="checkbox"/> Display your business logo prominently at sponsored events.
<b>3. Social Media Marketing</b> <input type="checkbox"/> Establish and maintain active profiles on platforms like Facebook, Instagram, Twitter, and LinkedIn. <input type="checkbox"/> Post regularly and engage with your audience.	<b>3. Networking</b> <input type="checkbox"/> Attend local business networking events and join chambers of commerce. <input type="checkbox"/> Build relationships with other local businesses.
<b>4. Content Marketing</b> <input type="checkbox"/> Create valuable blog posts, videos, infographics, or other content relevant to your industry. <input type="checkbox"/> Share this content on your website and social media.	<b>4. Local Radio and TV Advertising</b> <input type="checkbox"/> Explore advertising opportunities on local radio and television stations. <input type="checkbox"/> Create engaging and memorable ads.
<b>5. Email Marketing</b> <input type="checkbox"/> Build an email list and send regular newsletters or promotional emails. <input type="checkbox"/> Personalize emails for better engagement.	<b>5. Billboards and Outdoor Advertising</b> <input type="checkbox"/> Use billboards or outdoor signs strategically placed in high-traffic areas. <input type="checkbox"/> Ensure your message is clear and concise.
<b>6. Pay-Per-Click Advertising (PPC)</b> <input type="checkbox"/> Run targeted ads on platforms like Google Ads and Facebook Ads. <input type="checkbox"/> Set a budget and monitor performance.	<b>6. Loyalty Programs and Referral Marketing</b> <input type="checkbox"/> Reward loyal customers and encourage them to refer others. <input type="checkbox"/> Offer discounts or special promotions for referrals.
<b>7. Online Reviews and Reputation Management</b> <input type="checkbox"/> Encourage satisfied customers to leave positive reviews on platforms like Google My Business and Yelp. <input type="checkbox"/> Address negative reviews professionally and promptly.	<b>7. Community Engagement</b> <input type="checkbox"/> Get involved in community service or charitable activities. <input type="checkbox"/> Showcase your community involvement on your marketing materials.
<b>8. Local SEO</b> <input type="checkbox"/> Optimize your business listing on Google My Business. <input type="checkbox"/> Ensure accurate business information, including address and phone number.	<b>8. Local Public Relations (PR)</b> <input type="checkbox"/> Send press releases about newsworthy events or achievements to local media. <input type="checkbox"/> Foster positive relationships with local journalists.
<b>9. Online Directories</b> <input type="checkbox"/> List your business on local directories like Yelp, Yellow Pages, and TripAdvisor. <input type="checkbox"/> Ensure consistency in business information across directories.	<b>9. Vehicle Branding</b> <input type="checkbox"/> Use vehicle decals or wraps to advertise your business while on the move. <input type="checkbox"/> Ensure branding is consistent with your business identity.
<b>10. Social Media Advertising</b> <input type="checkbox"/> Run targeted ads on social media platforms. <input type="checkbox"/> Use demographic and location targeting for local customers.	<b>10. Branded Merchandise</b> <input type="checkbox"/> Create branded merchandise like T-shirts, hats, or tote bags to promote your business. <input type="checkbox"/> Give them away at events or sell them in your store.