

Marketing Checklist for Start Up Business

By



If you are planning on starting a new business or have recently started one where do you start first? It is important to have a marketing plan and then work that plan. I know it's easy to say that you have to plan but where to you truly start.

“Doing business without advertising is like winking at a girl in the dark. You know what you are doing, but nobody else does.” – Steuart Henderson Britt, Marketing Management, and Administrative Action

1. Creating a Marketing Plan!

It doesn't have to be a 90-page document of marketing mumbo jumbo, but

somewhere between a bar napkin and Word document will do. Before you start throwing money at every shiny object you need to have a plan.

Don't have time to read? Download the pdf version for later.

What are your objectives and goals? You may be wanting to sell more roof replacements or wedding photography. Regardless of your product or service, you need a targeted audience which will generate interest, then leads, then hopefully paying customers.

Next is how will you do it -will it be flyers, newspapers, PPC, Social Media, or some other medium?

Finally, what is your budget, and how will you spend it? Marketing a business typically requires some budget. **Remember spending 12 hours a day using online free resources still has a cost – your time!**



2. Advertising in Directories

Have you worked out where to advertise your business? There are plenty of free resources online where you can claim your business, like Yelp!, Yellowpages, Superpages, and Google Local Listing. The directories can produce you new leads if you use them correctly, but be prepared for phone calls from aggressive sale people trying to sell you up.

The one directory no local business should do without is a Google Local Listing. If you are confused and need help with starting your Google Local Listing page, then read this helpful post: [Creating a Google Places for Business](#) and the [Stupid Simple Guide to Getting More 5-Star Reviews](#).

3. Advertising on Social Media

There is a lot of BUZZ around social media (Facebook, Twitter, LinkedIn, YouTube), and if you leverage these marketing channels, you can boost your business. Some people swear by social media, while others figure it's a waste of time.

What is your opinion of Social Media? Leave a comment below.

If you are using Facebook socially, then consider separating your private and business life and creating a business profile. Regardless, make sure you create a business Facebook page, instead of a using a profile page. Look to set up a Twitter account and a Google Plus account as well.

Business Forums also fall into the Social Media category. Using a business forum is an excellent way to establish yourself as an expert and authority in your field. Joining an online community is a fantastic place to build up your online reputation and make a name for yourself in the industry.

Add social media to your day-to-day business practices, invite customers to engage with you on social media and be social with your fans.

4. Advertising with Search Engine Optimization

Search Engine Optimization (SEO) is a phrase that you need to be acutely aware of as a new business. Your doors open long before everyone promises you the earth and Google page 1 rankings for your chosen products or services.

[Get a Free SEO Page Audit For Your Website!](#)

If you are unfamiliar with SEO, then read through our SEO Guide, Sugar Land SEO Consulting. SEO Fundamentals haven't changed in 10 – 12 years. Techniques and tactics come and then go, usually when they start getting abused. In short, SEO is about creating great content and promoting it. If you do decide to outsource your SEO, make sure you are 100% happy with what is being done and that you have good expectations.



Taking short cuts or using some “scheming black-hat” company will just end up with causing you expensive problems down the road.

5. Advertise Offline the Traditional Way

Traditional offline advertising is just as important as online and even more so in some business. Don't dismiss offline techniques, because things like dropping leaflets, flyers, and small signs can be very profitable and have a high return on investment.

[via GIPHY](#)

6. Public Relations, Customer Service, and Your Reputation

Every time you talk to a client, by phone, email, face-2-face, you are marketing. Your reputation and public persona across social media and

forums can shape people's opinions about your business.

7. Sign Up for The Dig Deep Newsletter

Get advice and tips from trusted source for digital marketing tactics and strategies. Follow us on Facebook, Twitter, and LinkedIn for the latest news.



Next Steps for Growing Your Biz

Your Sugar Land area business will be on the right path if you implement these four simple strategies into your business. As a business owner, your focus needs to be on growing your business and building your team; I say this because it is incredibly easy to go down a rabbit hole looking for the newest and best business growth strategy. SEO is a discipline in and of itself with countless books, webinars, and videos on how to do SEO. There are many strategies both good and bad, but as a business owner SEO shouldn't be your focal point.

Would you like a custom SEO strategy and see what has worked for our clients?

If you want a practical plan on how to grow your business I want you to do two things

- Sign up for my newsletter for useful tips
- Schedule a free strategy session where we will come up with a plan to help you grow your Sugar Land business through smart data driven digital marketing

To schedule your free [Sugar Land SEO](#) strategy session you can give us a call at **(844) 269-0104**, [contact us online](#), or just walk-in to our office at **12808 W Airport Blvd – 270Q, Sugar Land, TX 77478**.