

Business Start Up Marketing Checklist

Starting up your own business or thinking about starting up your own business here is a marketing checklist with the things you need to think about for marketing your business.

Once you've completed each task you can tick them off.

- Think of a name for your business
- Design a logo and branding for your business
- Print business cards with your logo and contacts details?
- Have you set up social media platforms for your business? Think about which your potential customers are likely to use, there's no need to set up profiles for all of them. (Facebook, Instagram, Twitter, LinkedIn)
- Have you defined your target audience? (Who are your potential customers)
- Have you considered having a website produced for your business?
- Activate your business on Google?
- Add your business to the online directories (like yell.com, Thomson etc...)
- Do you have leaflets or an advert promoting your business?
- Consider doing a launch of your business inviting potential customers and the press with offers of your products and services?
- Think about your story and your why? Why have you started your own business and what does it mean for you. Then use this when launching your business, people love a story and to see an actual person behind the business as it resonates with them more.
- Do an analysis on your competitors?
- Research networking events you could attend to promote your business?
- Think about setting up a loyalty scheme for regular customers?
- Think about a referral scheme for customers to refer a friend?
- Plan to write regular blogs on your website (weekly, fortnightly or monthly)?
- Consider sending a regular email to potential customers, think about how you can encourage people to sign up to your e-newsletter.
- Think about your business goals and what you want to achieve this time next year and in 3 and 5 years time?
- Write a marketing plan inline with your business goals above?

Feel a little overwhelmed?

There's no need to be, just take one point at a time and work through making regular progress. If you feel like you need some advice or support drop us an email or give us a call.

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