

Marketing Checklist:

Post-Business Launch

This checklist provides basic marketing to-do's for after you've opened your new business and are working to grow. Your business is unique, so choose options that are the right fit for your business, your skills, and your budget.

Website

- ☐ Continue to add and update with more content
 - *Ideas could include a blog, photo gallery, or client testimonials.*
- ☐ Look into adding an online selling platform
- ☐ Monitor website analytics and uncover where/who your views and clicks are coming from to better target your marketing efforts to those people/areas

Social Media Marketing

- ☐ Set aside at least 1 hour each week for you to dedicate yourself to planning (and scheduling) your social media each week
 - *If this is not your forte, do you have someone in your company who would love to take this on? Or get creative in who could help with your social posting... a high school niece, a trade with another business, an intern?*
- ☐ Develop a social media content calendar for the next 3-6 months
 - *Utilize special holidays or upcoming seasons to develop post ideas*
 - *Create employee or owner spotlight posts*
 - *Create product posts and highlights*
 - *Share special tips or advice showing you are an expert in your industry*
 - *Share behind-the-scenes photos and insights*
 - *Feature customer success stories and testimonials*
 - *Offer special discounts for first-time customers or special promotional periods*
- ☐ Create a special promotion for the launch of your business and share on your social media platforms and invite local media.
 - *Don't lose money to make (hopefully) money on any promotions.*
 - *Have a good strategy that will truly gain impactful traction with potential customers.*
- ☐ Engage with followers and respond to comments and messages
- ☐ Engage in social media groups that are your target demographic
- ☐ Run small test ads on social media to refine targeting before launch
- ☐ Set up tracking for key performance indicators (KPIs)
- ☐ Host live Q&A sessions or webinars to engage your audience

Email Marketing

- ☐ Create an email list and start gathering sign-ups
 - *Collect emails from every customer who purchases from you.*
 - *Collect email addresses from all prospects and customer leads.*
 - *Invite social media followers to subscribe to your list to get updates.*
 - *Embed an email sign up option on your website.*
- ☐ Send at least a monthly, possibly up to weekly, email to all customers and prospects on your list
 - *Make sure the information you share is valuable, helpful, and engaging or customers will simply discard it or unsubscribe. Content could include helpful tips, product overviews/features, upcoming events, special sales and discounts, etc.*
 - *Many free or tiered pay email platforms exist (Mailchimp, Flodesk, etc.).*
- ☐ Encourage happy customers to leave online reviews
 - *Don't be afraid to reach out to a loyal customer and ask them to leave a review for you on your social media or google review platforms after they have purchased a product.*

Building Your Customer Base and Loyalty

- ☐ Research and implement a loyalty program or referral incentives for customers
- ☐ Continue collecting email addresses for your newsletter
- ☐ Send personal thank-you notes or emails to new customers
- ☐ Host a small event or workshop to engage the community
- ☐ Explore paid advertising opportunities (radio, tv, podcasts, local event sponsorships, social media, direct mailers, etc.) if your budget allows
- ☐ Send out a customer survey to gather feedback
 - *Adjust marketing messages based on customer insights.*
 - *Utilize this feedback to make necessary changes to your business or products.*
- ☐ Explore selling on additional platforms (Amazon, Etsy, local marketplaces)
- ☐ Offer corporate or bulk order discounts to attract business clients

Direct Marketing & Community Connection

- ☐ Expand partnerships with complementary businesses
- ☐ Support other local businesses and organizations to build relationships
- ☐ Continue consistent attendance and participation in networking groups and local events
 - *Be brave! Go meet new people.*
- ☐ Determine if involvement in local organizations may be valuable for you (Chamber, Economic Development, other membership organizations, etc.)
 - *Remember: with these organizations, you only get out what you put in.*
- ☐ Identify and reach out to micro-influencers in your niche
- ☐ Plan grassroots marketing efforts (attend events, hand out samples, host a booth at a trade show, etc.)
- ☐ Pitch yourself as a guest on industry podcasts or webinars
- ☐ Submit articles or guest posts to industry blogs and local media
- ☐ Apply for local business awards or certifications to build credibility
- ☐ Develop a signature workshop or training session related to your expertise