

Small Business Digital Marketing Checklist

Please use this checklist to identify potential weaknesses in your marketing strategy to help you bolster the tactics areas in most need of improvement.

We can clearly and confidently explain our Unique Selling Proposition (USP^{*}) and why a prospect should choose us over our competitors:

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

We have a clearly defined target market and can describe our ideal customer (whom you wish most to sell to) in detail:

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

We have a written marketing plan that is tied to our strategic vision and business goals

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

We have a basic visual identity branding package that includes a logo, colors, and designs that are consistent throughout all our marketing (website, business cards, print collateral, sales materials, etc.):

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Our marketing uses compelling messaging that shows the benefits of our products/services and contains strong copy that drives our target audience to act:

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- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

We have multiple (1-3) different marketing initiatives in place that consistently generate high-quality leads/sales for our business:

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

RATE YOUR PERCEIVED EFFECTIVENESS OF THE FOLLOWING MARKETING TACTICS AT GENERATING LEADS OR OTHER MEANINGFUL RESULTS FOR YOUR BUSINESS:

Primary Business Website

- Highly effective
- Very effective
- Moderately effective
- Slightly effective
- Not effective at all
- We don't use this tactic

Search Engine Optimization

- Highly effective
- Very effective
- Moderately effective
- Slightly effective
- Not effective at all
- We don't use this tactic

Social Media Marketing

- Highly effective
- Very effective

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- Moderately effective
- Slightly effective
- Not effective at all
- We don't use this tactic

Email Marketing

- Highly effective
- Very effective
- Moderately effective
- Slightly effective
- Not effective at all
- We don't use this tactic

Digital Ads (Google Ads, Facebook ads, mobile ads, etc.)

Highly effective
Very effective
Moderately effective
Slightly effective
Not effective at all
We don't use this tactic

Print Advertising/Direct Mail

Highly effective
Very effective
Moderately effective
Slightly effective
Not effective at all
We don't use this tactic

Your Google My Business Page

- Highly effective
- Very effective
- Moderately effective
- Slightly effective
- Not effective at all
- We don't use any other tactics

We have a system in place to track prospects throughout the sales process and we know the source of every lead/sale:

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- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

We regularly review and report on our marketing results to help us make adjustments that maximize our efforts:

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

* **Unique Selling Proposition** - a unique selling proposition, more commonly referred to as a USP, is the one thing that makes your business better than the competition. It's a specific benefit that makes your business stand out when compared to other businesses in your market.