

## The Ultimate Marketing Checklist Development & User Experience

### Pre- Launch

#### Part 1 – Web Site & Profile Check

1	Understanding Your Brand – What do you stand for?	<input type="checkbox"/>
2	Web Site Objective – Brochure, eCommerce or Info?	<input type="checkbox"/>
3	Copywriting – Review Your Compelling Words	<input type="checkbox"/>
4	The Right Images – High Res Photos & Images	<input type="checkbox"/>
5	Page Layout – Follow their Eyes	<input type="checkbox"/>
6	Testing different pages – Choose the best of three	<input type="checkbox"/>
7	Personas - Who are you selling to! Separate profiles and appeal to each of them accordingly	<input type="checkbox"/>
8	Homepage – Attention, Interest, Desire, Action – Appeal!	<input type="checkbox"/>
9	Testimonials - Compel them to follow others	<input type="checkbox"/>
10	Call to action – What should they do next? Every Page	<input type="checkbox"/>
11	Website Usability – Do your customers understand you & your web site?	<input type="checkbox"/>
12	Create mini web sites; don't cram everything in to one site.	<input type="checkbox"/>
13	Optimise your landing pages & segment your browsers	<input type="checkbox"/>
14	Create a Media Room on your site	<input type="checkbox"/>
15	Social Media: Complete Your Profiles:	<input type="checkbox"/>
16	>> Ecademy	<input type="checkbox"/>
17	>> 4N	<input type="checkbox"/>
18	>> LinkedIn	<input type="checkbox"/>
18	>> Twitter	<input type="checkbox"/>
19	>> Facebook	<input type="checkbox"/>
20	Complete integration so that you enter one message and they all update: Ecademy >> Twitter >> Facebook >> LinkedIn >> Your Web Site	<input type="checkbox"/>
21	Create a forum for customer interaction & to answer their questions	<input type="checkbox"/>
22	Show you're approachable by Private Personal Messaging & personal blogs	<input type="checkbox"/>

## Part 2 - Getting Noticed

1	Review Your Technology To Make It Easier – Get your copy of The Business Technology Handbook	<input type="checkbox"/>
2	SEO Friendly Pages – Make Sure Yours Are!	<input type="checkbox"/>
3	Getting Google Going – Review Your Site & Get It Noticed	<input type="checkbox"/>
4	Set Up Website Analytics	<input type="checkbox"/>
5	Set Up Website Optimiser	<input type="checkbox"/>
6	Set Up Webmaster Tools: Robots.txt, Site Map Submission	<input type="checkbox"/>
7	Set Up Free Local Business Listings (Google, Touchlocal etc.)	<input type="checkbox"/>
8	Review Content, Relevance and Links	<input type="checkbox"/>
9	Set Up & Submit an XML Site Map to Google & Yahoo	<input type="checkbox"/>
10	Free Listings – Add Your Site to Free Directories etc	<input type="checkbox"/>
11	Review your database and clean it up	<input type="checkbox"/>
12	Review CRM Integration - Email Opening and Automated Actions	<input type="checkbox"/>
13	Standardise Your Digital Signatures (used on Forums and other sites you use)	<input type="checkbox"/>
14	Create an Editorial Schedule/Calendar covering for 12 Months	<input type="checkbox"/>

## Part Three - Reaching Out To Your Customers

1	Establish Google Adwords – Marketing Budget	<input type="checkbox"/>
2	Mastering The Small Ads – Concise Words	<input type="checkbox"/>
3	Adwords Industry Tools – Online Software	<input type="checkbox"/>
4	Google Adwords Editor - Free Software	<input type="checkbox"/>
5	Understand Keywords – Subscribe to Wordtracker.com	<input type="checkbox"/>
6	Set Up A Squeeze page to Collect Emails	<input type="checkbox"/>
7	Set Up Sales and Landing Pages	<input type="checkbox"/>
8	Compile a Newsletter Schedule	<input type="checkbox"/>
9	Compile a Direct mail and e-mail Flyer Schedule	<input type="checkbox"/>
10	Review Autoresponder Software	<input type="checkbox"/>
11	Review Your Call to Action on each page for your web site	<input type="checkbox"/>
12	Think & act like a publisher!	<input type="checkbox"/>
13	Create buyer personas - one size does not fit all, review vertical markets, vertical personas	<input type="checkbox"/>
14	Give customers what they want - FAQ - Ticketing Systems, Knowledge Base. If you're not sure – ask them!	<input type="checkbox"/>
15	Create an Automated Email Series	<input type="checkbox"/>
16	Plan Postcard Marketing	<input type="checkbox"/>
17	Autoresponders	<input type="checkbox"/>

18	Classified Ads, small, regular, consistent	<input type="checkbox"/>
19	Refer a Friend	<input type="checkbox"/>
20	Get detailed testimonials from everyone, use it on brochures Music On Hold etc. - Name & Photo!	<input type="checkbox"/>
21	Include Direct Response as part of overall offering	<input type="checkbox"/>
22	Review Paretos Law The 80:20 Rule and concentrate on the 20% of customers that generate the most income	<input type="checkbox"/>

#### Part 4 - Attracting More Customers

1	Get Published in Magazines	<input type="checkbox"/>
2	Identify Publications for Classified Ads	<input type="checkbox"/>
3	Plan Your Public Relations Strategy	<input type="checkbox"/>
4	Review Google AdSense	<input type="checkbox"/>
5	Get Published on eZine Publications	<input type="checkbox"/>
6	Review your salesXchange Strategy	<input type="checkbox"/>
7	Review Banners and Links Opportunities	<input type="checkbox"/>
8	Review Affiliate Marketing	<input type="checkbox"/>
9	Joint Ventures - Sharing Databases	<input type="checkbox"/>
10	Marketing to Mobiles, SMS Messaging	<input type="checkbox"/>
11	Blogs, write about your passion and make the site look interesting	<input type="checkbox"/>
12	Podcast - It's easy to talk about what your good at.	<input type="checkbox"/>
13	Video Blogs, Video Training - £150 digital video camera!	<input type="checkbox"/>
14	News Releases, Not Press Releases	<input type="checkbox"/>
15	Write for 12 year olds, any older and no one will stop and read.	<input type="checkbox"/>
16	Engage with customers on your own site - Forums, Personal Messaging, Personal Space	<input type="checkbox"/>
17	Narrow your focus; don't try to be everything to everyone. Identify your vertical markets	<input type="checkbox"/>
18	Write White Papers or Books about what you're good at and promote them for free	<input type="checkbox"/>
19	Create a Promotion Calendar	<input type="checkbox"/>
20	Create irresistible offers using Time Limits	<input type="checkbox"/>
21	Seminars & Training Sessions - Create Calendar: Plan to teach and they will come	<input type="checkbox"/>
22	Let your customers know you're the expert.	<input type="checkbox"/>

Part 5 – Review Your Business		
1	Utilise your staff to clean up the database	<input type="checkbox"/>
2	Minimise sales staff to increase activity levels 80:20 Rule – lose unproductive sales people!	<input type="checkbox"/>
3	Review CRM systems	<input type="checkbox"/>
4	Review hosted telephony integrated with CRM	<input type="checkbox"/>
5	Review email code that notifies CRM of opened emails	<input type="checkbox"/>
6	Approach manufacturers or suppliers for marketing support	<input type="checkbox"/>
7	Contract Sales & Marketing - Use resources when you need them	<input type="checkbox"/>
8	Review existing marketing collateral, structure and upload to website	<input type="checkbox"/>
9	Create a Media folder: Compile all news clippings, press releases inc testimonials	<input type="checkbox"/>
10	Business Cards & Letterhead, make sure they promote what you do.	<input type="checkbox"/>
11	Identify your target area & your niche market, let them know it	<input type="checkbox"/>
12	Compile costs for all forms of advertising: Classified, Postcard, Vertical Market Magazines, Inserts	<input type="checkbox"/>
13	Visit all existing customers and get them on board to your new approach	<input type="checkbox"/>
14	Systemise Digital Communications and create new sales approach with customers	<input type="checkbox"/>
15	Review ROI analysis for all systems provided.	<input type="checkbox"/>

Get ready for your business to fly...

If you're unsure which is the best route or approach for your business, why not give us a call on 0800 970 9751.

We want to help you get the most from your marketing.

To your success...