

Worksheet

Suggestion: print before webinar



Making Sense of Online Marketing: A Simple Checklist for Success

The idea of getting your business online can often feel scary and even confusing. With so many moving parts, figuring out what to do and how to do it presents a unique challenge for time-starved small business owners. Don't worry, once you understand how it all works together you can stop wasting time and focus on the things that actually benefit your business.

If you're just getting started with online marketing or not seeing the results you've hoped for...this session is for you. You'll learn the foundational elements that will help you get the word out about your business and you won't need a marketing degree to do it!

In this session you'll learn:

- How people find you online
- How to set yourself up for success
- How to encourage new and repeat business

**Today's
Presenters**



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Online Marketing Checklist

5 Steps to Online Success



Make

sure your business can be **found online**



Ensure

you have a way to stay in touch with **new** and **existing** customers



Create

a plan for ways to **generate repeat** business



Engage

and encourage people to **interact** with you online



Measure

your **success**

Is your business ready? Review the information below.

If you answer “no” on any of these items, a Constant Contact advisor can help point you in the right direction.



How People Find You Online

Search for your business

- Make a list of the places that show up on the first page.
- Confirm all information on those results is correct.

Beyond organic search

- Are you using any paid tactics?

Yes

No

Online Marketing Checklist



Set Yourself Up for Success

Website

- Do you have a website?
 - Yes
 - No
- Do you have a way to capture email addresses from website visitors?
 - Yes
 - No
- Do you have a blog to add fresh content?
 - Yes
 - No

Have you claimed...?

- Social media accounts. (You don't have to use all accounts but you should secure them should you choose to do so.)
 - Facebook
 - LinkedIn
 - Instagram
 - Twitter
 - Pinterest
 - YouTube
- Listings/Review Sites
 - Google My Business page
 - Yelp listing
 - Are there other sites your business should be listed on? Make a list.

Online Marketing Checklist



Encourage New and Repeat Business

- Do you have a plan to stay top of mind with your customers?

Yes

No

- Are you creating your website to serve as a resource for prospects and customers?

Yes

No

- Are you using social channels to engage with customers and prospects?

Yes

No

- Are you building an email list and sharing helpful and promotional content?

Yes

No

- Are you engaging with people trying to interact with your business online?

Yes

No

- Are you using a mix of organic and paid tactics?

Yes

No

Notes: _____

