



FAITH LIVERSEDGE

STORYTELLER

MARKETING CHECKLIST

- **Marketing strategy** - do you have one? Without a plan, a goal is just a wish, as the saying goes.
- **Client personas** - do you know who your target market is? Proper segmentation helps to take the guesswork out of marketing (and helps to tick the PROD 3.3 box)
- **Website** - is it secure, mobile responsive, set up to attract your ideal client? Or on page 5 of Google and a waste of money?
- **Logo** - is it modern, professional and sophisticated? Or bland and diminishing your business?
- **Email newsletters** - are you sending them to clients? If so, are they promoting what you do or are they purely functional? Are you sending them to prospects too?
- **Printed material** - is it vibrant and easy to read or dull, formal, and jargon-heavy?
- **An active blog** - do you have one? If so, are you blogging strategically or using it ad hoc as a place to put your company 'news'?
- **The right social platforms** - are you using the social media your clients use? If so, are you posting regularly and strategically, or occasionally and haphazardly?
- **Chartered status** - are you explaining the benefits, or just displaying the logo?
- **Introducers** - are you sharing relevant marketing content with your professional network so it's easy for them to refer you?

ARE YOU MISSING ANY?
CALL FAITH: 07920 042240