



# SMALL BUSINESS MARKETING CHECKLIST

## I KNOW MY AUDIENCE

My ideal customer is: \_\_\_\_\_  
(age, gender, lifestyle, financial status, etc.)

My ideal customer spends time at: \_\_\_\_\_

My ideal customer wants: \_\_\_\_\_

My ideal customer does not want: \_\_\_\_\_

I can reach my ideal customer at: \_\_\_\_\_

## I KNOW MY BRAND

I have a logo Y / N

My brand's primary font is: \_\_\_\_\_

My brand's primary colors are: \_\_\_\_\_

My brand's tone of voice will be: \_\_\_\_\_

## I KNOW MY BUDGET

Dollar amount for business cards, letterhead, and printed materials: \_\_\_\_\_

Dollar amount for advertising costs: \_\_\_\_\_

Dollar amount for online costs: \_\_\_\_\_  
(website set up & maintenance, social media graphics, etc.)

Dollar amount for promotional items: \_\_\_\_\_

Dollar amount for event fees: \_\_\_\_\_

## I PICKED AT LEAST 1 SOCIAL MEDIA SITE FOR MARKETING

- YouTube
- TikTok
- Facebook
- Twitter
- Instagram
- LinkedIn

## I HAVE LOOKED FOR OFFLINE MARKETING OPPORTUNITIES

Local events: \_\_\_\_\_

Local Billboards and/or Posters: \_\_\_\_\_

Community bulletin boards: \_\_\_\_\_

Local radio spots: \_\_\_\_\_

Local newspaper ads: \_\_\_\_\_

Other relevant local publications: \_\_\_\_\_