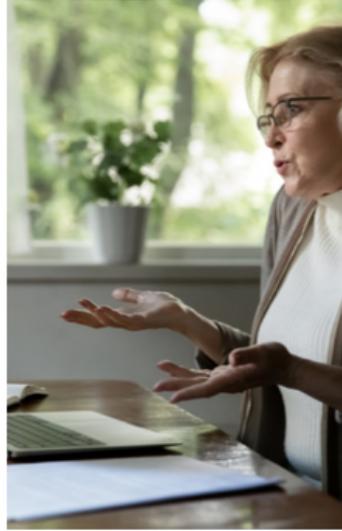


Online Marketing Checklist

Online marketing can be overwhelming and confusing. Here's a handy checklist of the ten things you'll need to build a solid foundation for marketing your business online and attracting new customers and clients.

- 1 Set up a free Canva account and create some simple business branding, social media templates, business cards, and a simple logo.
- 2 Register a domain name and build a website for your business. Make sure it has a contact form so people can easily get in touch.
- 3 Create a free Google account and set up your Google My Business listing and professional domain email account.
- 4 Set up an online profile on one or two social media channels and post regularly. One of these should be LinkedIn. Ask friends and family to share your posts.
- 5 Set up a free email marketing account, create a signup form and send a regular newsletter with updates on your services and latest offers.
- 6 Create a lead magnet (a free guide, like this checklist!) and add it to your website so people needing your guide can easily sign up and get it instantly.
- 7 Start a blog on your website and write some long-form articles on topics your ideal audience will find useful, and share your ideas and expertise.
- 8 Make some videos and post them on social media. Embed a 'welcome' video on your website. Host the videos on a free YouTube account.
- 9 Capture feedback; ask for testimonials, LinkedIn endorsements and Google reviews, copy any positive comments you receive in social media posts and share them widely.
- 10 Block out time each week to plan, execute and review your marketing. Keep your website and social profiles up to date.

I trust my checklist has helped you?



Marketing your small business online offers exciting opportunities... but also lots of new challenges.

Especially if you work alone, have limited tech knowledge, or no time to learn new skills.

I'm a web designer and Virtual Assistant.

I help you with websites, email marketing, content and a few other bits and pieces to take away your tech headaches, give you more time, and help to make your business more visible.

If you're feeling...

- Unsure about where to begin
- Stuck or overwhelmed
- Ready to quit struggling on your own

Get in touch - I can help you with everything on the checklist.

<https://www.jackiesvirtualbureau.com>

Websites | Kajabi | Email Marketing | Content

