

Worksheet

Today's Presenters



	
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Constant Contact trial

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: _____

