

Checklist

FURTHER MARKETING

- ☐ Social Media
- ☐ Blog
- ☐ Podcast
- ☐ Videos- YouTube
- ☐ Freebies/Email list
- ☐ Booking Calls/
Setting up Calls: Calendly
- ☐ Stock Photos: UnSplash
- ☐ Scheduling and
Productivity Apps

Social Media



Facebook



Instagram



Pinterest



Tik Tok



Snap Chat



YouTube



Other?



Podcast/YouTube/Blog

-  With Video
-  SEO
-  Recording programs
-  Marketing on social media
-  Guests
-  Scheduling
-  Podcast platforms:
Anchor, Spotify, Apple



Recording Platforms



Google Meet



Zoom



Skype



Audacity



Phone/Voice Recorder



Lives



Other?



Emails and Freebies

- ☐ Email program
- ☐ Mailchimp
- ☐ Convertkit
- ☐ Constant Contact
- ☐ Drip
- ☐ Newsletter
- ☐ Freebie(s)
- ☐ Scheduling



Scheduling for Social Media

- ☐ Planoly
- ☐ Later
- ☐ Tailwind
- ☐ Hootsuite
- ☐ Sprout Social
- ☐ Buffer
- ☐ Other?



Productivity Programs

☐ Trello

☐ Asana

☐ Slack

☐ Toggl

☐ Clockify

☐ Lucidchart

☐ Zapier

☐ Other?

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Email Marketing Strategies



Customer Acquisition



Customer Retention



Customer Reactivation



Social Media Marketing Strategies



Brand Awareness



Customer Engagement



Customer Loyalty



Building a Tribe

