

16 Things You Have to Do BEFORE YOU START MARKETING YOUR BUSINESS ONLINE

Branding

- ☐ Design cohesive branding
- ☐ Choose a color scheme
- ☐ Choose a font
- ☐ Create a logo

Website

- ☐ Determine what keywords to target
- ☐ Build a website on Wix or WordPress
- ☐ Optimize your site for search engines
- ☐ Submit Your Site to Google Analytics

Social

- ☐ Set Up Google MyBusiness
- ☐ Create business social profiles
- ☐ Create a Yelp account
- ☐ Create a logo

Marketing

- ☐ Create a MailChimp email marketing account
- ☐ Solicit reviews on Google, Yelp, and Facebook
- ☐ Consider PPC ads
- ☐ Configure a free CRM

Notes



Parrot Digital