

Marketing Checklist



The Marketing Checklist has been created to help you make sure you've got everything in place before you launch your business. If you've already used the "[Start-up business checklist](#)", this will help you create an impactful and relevant brand.

This isn't intended as an exhaustive list, as there are many things you'll be able to do post-launch (such as defining your brand tone of voice). This list details the key things you need to do before launching.

We've also provided useful links to our support partners, who can help with individual elements in setting up your business.

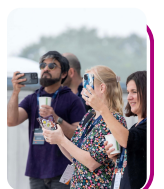
You don't need to treat this checklist as a consecutive task, as they'll overlap between each section.

RESEARCH YOUR AUDIENCE



- Who are they? (Sex, age, demographic, daily habits etc)
- Where can you reach them (Social media channels, online/offline, in-person etc)
- How do your competitors communicate with them?

The Growth Hub has a free marketing toolkit available to download.



CREATE YOUR TONE OF VOICE (WHAT YOU'LL SOUND LIKE WHEN YOU SPEAK TO YOUR CUSTOMERS)



- Use your audience research to speak to your customers how they expect to be spoken to? For example, if you're audience is GEN Z, a professional approach may not be appropriate.
- If you've got multiple audiences, think how your tone may change when you speak to them
- Create Tone of Voice guidelines (a Do's and Don'ts list) to use as a reference for future communications
- Define the costs of running your businesses (tools and materials/ fuel / website development)
- Create a cashflow forecast

The Growth Hub's free marketing toolkit provides more detail on creating your Tone of Voice

CREATE YOUR "CORE" MESSAGES



- Create three to five core messages your can use to promote your business

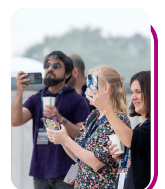
A Messaging House can be an effective way to do this. Grab your free template here

DECIDE WHERE YOU'LL PROMOTE YOUR BUSINESS



- Use all the information you've created above to decide on the best platforms to reach your audience
- Start small - if you could choose only one platform, go with this initially, and build from there

Grab your free messaging funnel tempa



CREATE YOUR BRAND



- Create a logo that reflects your business
- Decide on brand colours that reflect your business's mission
- Build your image bank (either real-life or stock) that can be used to promote your business
- Create your Brand Guidelines

CREATE SOME STOCK CONTENT



- To save time down the road, create two to three pieces of content you can regularly use to promote your business (emails, social posts, flyers etc)

CREATE A MARKETING PLAN



- Bring everything you've created above together under one, coherent marketing plan

