

## Marketing Checklist

The below checklist is for initial brainstorming purposes and to identify which marketing methods you feel most comfortable with or have experience or interest to pursue. This will help identify areas in which you may need help.

Item	Yes/No	Timeline	Comments	Examples	Action Items
<b>Web presence</b>				Website, FB page, Etsy, Shopify	
<b>Social Media</b>				Instagram, Facebook, LinkedIn, TikTok, Twitter, YouTube	
<b>Email List</b>				Email Campaigns, Segmented lists – different focus for different audiences	
<b>Newsletter</b>					
<b>Printed Materials</b>				Posters, flyers, brochures, postcards, notecards, business cards, stickers	
<b>Ads</b>				Google Ads, printed ads, radio ads	
<b>Banners</b>				Office, tradeshow, sidewalk	

Use the section below and back of this paper to write out other ideas and "to do's" for your marketing efforts.

