



Marketing Checklist

Colorstone Marketing

ColorStone
MARKETING

Online Marketing

This checklist is designed to give you a quick and easy overview of the foundations. These are the items you need to have in place to dominate online.

About Colorstone Marketing...

Colorstone Marketing serves a small to medium sized businesses throughout the United States. We work with companies in local businesses all the way to e-commerce websites with national campaigns.

You don't have to try very hard to realize the internet is full of so-so marketers that promise the world and deliver nothing.

Our mission is to help business owners, like you, get consistent results that drive revenue for your business. We consider our clients as partners and always make decisions with your best interest in mind.

About The List

Below we have outlined the foundational items you should have in place for your online marketing efforts. These will help you maximize the people you can reach, solidify your message to the market, and establish the foundations for more advanced online marketing activities.

This Checklist Covers the Foundational Steps for:

1. Crafting your message
2. Setting up your website
3. Setting up social media channels
4. Email marketing
5. Search engine optimization (SEO)

Your Message

When you're creating an offer or business, you don't want to focus on a bunch of different things.

Instead, you pick one thing and craft your message around that one thing.

The first step in this marketing process is to figure out the problem you solve for the customer. What is the problem that keeps them up at night?

When you focus on what they want, your marketing gets them to listen.

Start here:

- Figure out your unique selling proposition (why choose you?)
- Put your USP on your website, social media channels, and everywhere else
- Create a short video explaining your USP and offer
- Create an email sequence with 3-6 emails giving value - these can be articles you wrote, videos, industry news, etc.

Website

- You NEED a website - doesn't have to be crazy, but you need something online
- Optimize your site with proper title tags, meta descriptions, calls to action, and content
- Make sure your Name, Address, and Phone are in the footer of your website (NAP information)
- Set up Google Analytics on your site

Facebook Optimization

- Use Canva (Free) to make a nice Facebook banner image
- Invite your friends to like and share your page
- Use canva to make your posts and start scheduling daily Facebook posts
- Join Facebook groups which are related to your industry and will likely have your target customers hanging out.
- Start answering questions within the groups and networking.

Instagram Optimization

- Set up your instagram page.
- Include your company website link in your bio.
- Research competitors in the space and identify the hashtags they're using. Make a list of those hashtags because you'll begin using them on your posts.
- Make your first post and test those hashtags.
- Follow other people who are likely to have your ideal audience following them.
- Start interacting and commenting on their posts.
- Repeat this process over and over testing different hashtags and image styles.

Email Marketing

The skill of email marketing gets very in-depth and takes time to learn. However, it can generate huge revenue for your business so it's worth learning. Below are the first steps you'll need to take:

- ❑ Sign up for an email provider. If just starting, you can use Mailchimp since it's free. If you have some subscribers and you want to set up email automations, then Active Campaign is the way to go.
- ❑ Put email sign up forms on your website. Important - don't just do the "sign up for my newsletter" form because it won't work well. Instead, offer them something for signing up. For example, "get a free guide on XXXX" or "Enter to win XXXX".
- ❑ Craft your welcome email series. Email one will introduce your business and reinforce your unique selling proposition. Email two should make an offer for your product. Email three, offer your product from a different angle. We typically recommend 3-5 different emails for this offer before taking the ones that don't purchase and putting them into your general newsletter list.
- ❑ Once you start getting subscribers, you'll need to upgrade your email account so these emails go out on autopilot.

SEO

Search Engine Optimization is a very in-depth skill and one that takes years to learn properly. However, below are the basics to get you started:

- Set up your Google My Business Page and fill out all of the information.
- Write at least 1,500 words on your home page - split this up into multiple titles and sections related to your products/services.
- Install the yoast plugin (if you use WordPress for your website). This will give you very simple on-page SEO tips to optimize the pages you write.
- Perform some basic keyword research. Use a free tool like Ubersuggest (ubersuggest.com) for keyword ideas. It's not the most accurate but you'll be much better off than you would if you were blogging blindly.
- Begin writing blogs at a pace that you can keep up with. For example, it can be one per day or one per week. As long as you can maintain the pace. Each blog should be around 2,000 words.
- You need link building and local citations if you really want to grow. It's too much to explain here but there are plenty of resources on the web which explain these processes.
- Every time you post a blog, share it multiple times over several months on all social media channels that you have accounts with.
- Continue blogging and sharing.

Closing

If the above is confusing and seems hard, that's because it is. Just stick with it and you will see results from your efforts.

There is too much to dive into paid advertising or do any deep dives into SEO on this checklist. However, there are loads of free resources on the web that show you more about these skill sets.

If you're interested in having us handle all of your marketing for you so you never have to worry about it again, set up a free consultation today.

Consultation: <https://colorstonemarketing.com/free-marketing-audit/>