

The Small Business Marketing Checklist

A simple "to-do" list to get more customers without spending more time:

- ✓ Succeed offline
- ✓ Succeed online
- ✓ Repeat!

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A person is shown from the chest up, holding a white clipboard with a silver clip. They are wearing a blue long-sleeved shirt and are writing on a white sheet of paper with a silver pen. The background is blurred, showing what appears to be a desk and other papers.

A plan to
PROMOTE and
GROW your business
...without **RUNNING**
yourself into the ground

As a small business owner, you know that sustaining and growing your business is a must...but finding the time to focus on marketing can be a real challenge.

Like with any big project, it helps to break your marketing efforts into smaller tasks.

This Marketing Checklist is an actionable plan that works for you...your business... and your schedule to succeed offline and online.



Think about your customers and competitors

No one knows your local market better than you. You interact with your customers every day, and you see your competitors' ads, websites and social profiles.

Think about:

- ✓ What do your customers like most about your business? What could you improve?
- ✓ Do you get much repeat business? Do you have a customer loyalty program or a plan to reach out to existing customers?
- ✓ What do your competitors offer that you don't? Can you meet or beat those offers?
- ✓ How are you faster, more affordable or more reliable than your competitors? Is that clear in your ads and marketing?

Focus on whichever questions you can answer. Making small improvements in any of these areas can lead to an uptick in business!

Your **OFFLINE**
Checklist



Participate in or sponsor local events

Don't underestimate the power of your community! Playing a part in local activities can be a great way to remind your customers what a positive, valuable resource your business is.

- ✓ Participate in food or clothing drives
- ✓ Sponsor charitable events or competitions (like a 10K race)
- ✓ Speak at local business events and tradeshows

Your **OFFLINE**
Checklist



Promote your business everywhere

Word of mouth and advertising are a must, but so many local businesses forget about the things their customers see every day.

Make sure you include your most current business info – your name, address and phone number – on:

- ✓ Business cards, billing statements and letterhead
- ✓ Fleet vehicles
- ✓ Storefront signs

And make sure your business is listed (or running ads) in both local and trade publications!

Your **OFFLINE**
Checklist



Double check the little things



Ask for feedback

Never assume you know what your customers are thinking. Ask them what's working...what's not...and what would make them do more business with you more often.



Don't overlook the obvious

Your customers might not know that a free in-home estimate or price match guarantee is standard for your industry...and your competition may not be making it clear either. Highlighting the everyday way you run your business can make a surprising difference!



Always include your site

Your website address should be on everything you create. It's the perfect place for customers to get more information, and you can update it as often as you need to!

See how your business is listed online

Your most important business information needs to be correct and consistent everywhere customers look for you.

Make sure people can find:

- ✓ The right **business name**
- ✓ The right **address**
- ✓ The right **phone number**

If you see the wrong info on sites and apps like Google, Facebook, Yelp and Apple Maps (and hundreds of others!), make a plan to take control of your listings and update them as they change.

Your **ONLINE**
Checklist





Take a close look at your website

Yes, even if it's brand new! Like cars and phones, what websites can do – and what your customers expect yours to do – is evolving all the time.

At least a few times a year, think about:



How your site LOOKS – Does your site design look current? Does your site look right on your phone?



How your site WORKS – Does your site make it easy for customers to do what they came there for, like filling out a form or making an appointment?



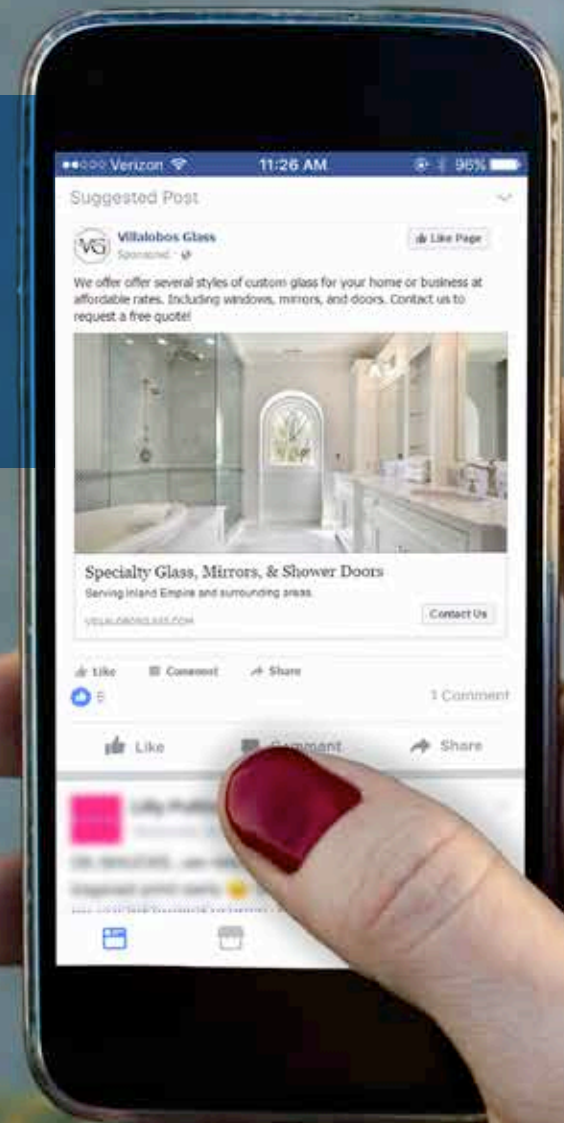
What your site SAYS – You only have a few seconds to capture your site visitors' attention. Are your phone number, address and hours easy to find? Does each page of your site highlight what sets you apart?

Your **ONLINE**
Checklist

Connect with customers on social media

With **68%** of American adults on Facebook,* social media marketing is a must. Luckily, you can start small and manage all your social marketing from the palm of your hand!

- ✓ **Set up a Facebook Page**
(not just a personal profile)
- ✓ **Stay active on social media** – make sure you're posting content that's relevant to your customers AND responding to comments, @ mentions and messages quickly
- ✓ **Use precision ad targeting to reach your customers** – and people just like your customers!



Your **ONLINE**
Checklist



Make sure you show up everywhere your customers are searching

“Location, location, location” can make all the difference online too. Simply put, you need to be where your customers are looking for you.



Reach customers when they're searching – **75%** of clicks go to the first page of Google results* – make sure you're seen there with SEM (Search Engine Marketing) ads



Reach customers when they're surfing – Use display ads to build brand awareness and ad retargeting to reach your customers again on top sites and apps when they're ready to buy



Reach customers with SEO – Invest in a long-term SEO (Search Engine Optimization) strategy that increases your organic ranking on Google and more

Your **ONLINE**
Checklist

Find out what your customers are saying about you

Did you know that **84%** of consumers say they trust online reviews as much as personal recommendations?*

With so many places for customers to leave reviews for you today, you need a way to:

- ✓ **Request and collect** positive reviews
- ✓ **Share** your best reviews in all the right places online
- ✓ **Respond** to unhappy customers quickly to resolve issues before bad word of mouth spreads!

Your **ONLINE**
Checklist



A marketing partner who will help you succeed online? Check!

You can make time to run through these checklist items every week, especially the online ones...or turn it over to a full-service, local marketing partner who does all the work for you while you focus on what matters most: **running your business.**

Call Hibu today at 855-695-2014 to talk to an expert about improving your marketing results online, on mobile, on social and more.

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