

Starting a Small Business Marketing Checklist

#1. Set Your Foundation

- ☐ Define your target audience (who you serve and what they care about)
- ☐ Write a clear brand message or value proposition
- ☐ Choose a business name and secure your domain
- ☐ Create a logo (simple is fine—just make it consistent)
- ☐ Pick a colour palette and 1–2 brand fonts
- ☐ Set up a professional email address (e.g. you@yourbusiness.com)



#2. Build Your Online Presence

- ☐ Create a Google Business Profile
- ☐ Build a simple website (even a one-pager is fine to start)
- ☐ Set up branded social media accounts (start with 1–2 platforms)
- ☐ Add your business info and bio consistently across platforms
- ☐ Add your hours, location, and contact info everywhere it matters



#3. Create Basic Marketing Materials

- ☐ Design a few social media post templates in Canva
- ☐ Write a short brand story and your origin story
- ☐ Take some quality photos of your space, products, or services
- ☐ Prepare a digital version of your menu/services/offerings
- ☐ Create a digital business card or branded email signature



#4. Start Building Awareness

- ☐ Announce your business launch on social media
- ☐ Tell your personal network (friends, family, past coworkers)
- ☐ Follow and engage with other local businesses or community pages
- ☐ Join relevant Facebook or networking groups
- ☐ Reach out to local influencers or creators for possible collabs



#5. Engage & Stay Consistent

- ☐ Post consistently (2–3x/week is a great start)
- ☐ Share behind-the-scenes, product highlights, or customer stories
- ☐ Ask for your first reviews (Google, Facebook, Yelp)
- ☐ Start collecting emails (in-store or online)
- ☐ Track what content is working best and adjust



Bonus: Think Ahead

- ☐ Plan a soft event, promo, or giveaway for your first 60 days
- ☐ Set one marketing goal per month (e.g. “grow Instagram by 100 followers”)
- ☐ Explore tools that help automate tasks (like scheduling posts or tracking traffic)
- ☐ Start thinking about seasonal promotions or key dates relevant to your business
- ☐ Outline a basic content calendar for the next 1–2 months

