

## ESSENTIAL MARKETING CHANNELS CHECKLIST FOR SMALL BUSINESS OWNERS

Below is a checklist you can use to ensure that you make the most out of your vital 'FREE' marketing channels. These are the channels that usually don't carry additional costs to utilise – other than yours or your staff's time. When developing these channels, always keep the user experience in mind. Whether it's the ease of navigating your website, the relevance of your social media content, or the value you provide in your emails, ensuring a positive experience will increase the chances of conversions and loyalty.

### 1. Website Optimisation:

- Ensure the website is mobile-responsive.
- Clear call-to-action (CTA) on every page.
- Work with web developer to ensure fast loading time
- Simple and intuitive navigation – don't overcomplicate!
- Regularly update content (blogs or news) to keep visitors engaged.
- Testimonials or reviews to build trust.
- Work with web developer to ensure you have a secure HTTPS site.

### 2. SEO (Search Engine Optimisation):

- Conduct keyword research for your niche.
- Optimise website with target keywords (title, headers, content).
- Use meta descriptions for every page within Google's guidelines
- Create high-quality backlinks (e.g., guest posts, local directories).
- Regularly update and add new content to the site that includes your target keywords.
- Ensure all images have ALT tag descriptions
- Set-up a free Google My Business account and ask your best clients for Google Reviews

### 3. Social Media:

- Identify the best platforms for your audience.
- Create profiles with relevant information (e.g., bio, contact).
- Develop a content calendar for regular posting.
- Engage with followers: respond to comments, messages, mentions - always be professional^
- Share a mix of content: articles, videos, graphics, etc.
- Collaborate or cross-promote with complementary businesses (i.e. share content, tag others).
- Monitor metrics to identify what's working and adjust accordingly.

### 4. Email Campaigns:

- Use a reliable email marketing platform.
- Create segmented lists (e.g., new subscribers, loyal customers).
- Develop a welcome email series for new subscribers.
- Regularly send newsletters or updates that link back to your website (helps with SEO).
- Review & optimise content: engaging subject lines, clear CTAs, and valuable content.
- Monitor open rates, click-through rates, and other relevant metrics.

**^REMEMBER:** Whatever you put out into the digital world, remains out there! Don't use your platforms to promote personal views or discuss controversial subjects. Make sure your content adds value to your audience and is in line with your brand.