

# Marketing Simplified

## *What New & Small Businesses Need to Know About Marketing:*

A 15-POINT CHECKLIST FOR MARKETING A SMALL ORGANIZATION



A MARKETING SIMPLIFIED GUIDE BY BRITTANY ENGELMANN:  
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# Checklist:

- 1. A POWERFUL LOGO**
- 2. CONSISTENT BRANDING & MESSAGING**
- 3. CREATE A WEBSITE**
- 4. OPTIMIZE YOUR WEBSITE**
  - Search engine optimization
  - Analytics: Google Analytics, Google Search Console, heat maps - and more!
- 5. EMAIL MARKETING**
- 6. OWN YOUR BUSINESS PRESENCE ONLINE**
  - Google Business Page: offers and posts
  - Yelp
  - Other neighborhood websites
- 7. SOCIAL MEDIA**
- 8. ORIGINAL CONTENT**
  - Blogging & guest blogging
  - Promotional videos
- 9. CONTESTS**
- 10. BUSINESS COLLATERAL**
  - Business cards
  - Fliers
- 11. LOCAL AWARENESS**
  - Better Business Bureau
  - Local community groups & networking
- 12. WORD-OF-MOUTH**
- 13. ADVERTISE**
  - Re-targeting
  - Social media
- 14. PARTNERSHIPS**
- 15. A PERSONAL PUBLIC PRESENCE**
  - Speeches

# Need Help?

## Bonus!

There are numerous free & affordable tools for achieving these results!

## Help is Available

Every company is unique.

For guidance learning about & then implementing the right tools for your business, [contact Brittany at Marketing Simplified](#) or [schedule your complimentary integrated marketing consultation](#).

## Resources

- [THE MARKETING SIMPLIFIED BLOG](#)
- [MARKETING SOLUTIONS](#)

## About Marketing Simplified

Marketing Simplified is an integrated marketing solutions service here to start or boost, and then build upon your marketing strategy and components.

As a premier sales enablement and marketing solutions service, we serve new and small businesses, aiming to assist your growth with all-encompassing solutions.

## Contact Marketing Simplified

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