

# Build a business people can find.

Your business is set up. Now it is time to make sure that when someone hears about your business and looks you up, they can quickly understand who you are, what you do, and how to do business with you.

Use this checklist to work through the marketing foundation of your business one piece at a time. You do not need the expensive or perfect version of everything before you launch. Focus on getting the right pieces in place, keeping your brand consistent, and making it easy for customers to find and contact you.

## 01 / BRAND IDENTITY

- ☐ Business logo
- ☐ Transparent PNG version of logo
- ☐ High-resolution logo
- ☐ Light and dark logo versions
- ☐ Square or icon version, if applicable
- ☐ Vector or editable source file, if applicable
- ☐ Brand colors selected
- ☐ Brand fonts selected
- ☐ Overall look and feel established
- ☐ Brand voice defined
- ☐ Tagline, if the business needs one

## 02 / DOMAIN, WEBSITE & BUSINESS EMAIL

- ☐ Business domain secured
- ☐ Website is live or in progress



## THE EARLY MORNING DRIP

MARKETING SETUP CHECKLIST / 45 DEGREE MEDIA

- ☐ Website clearly explains what the business does
- ☐ Website has a clear way to contact, book, buy, or request a quote
- ☐ Website works well on mobile
- ☐ Website information is current
- ☐ Professional business email set up
- ☐ Business email is separate from personal email
- ☐ Professional email signature created

### 03 / SOCIAL MEDIA SETUP

- ☐ Business usernames/handles claimed
- ☐ Platforms that make sense for the business identified
- ☐ Business name is consistent across platforms
- ☐ Recognizable profile photo or logo uploaded
- ☐ Clear bio explaining what the business does
- ☐ Contact information added
- ☐ Website or appropriate link added
- ☐ Location or service area added, if applicable
- ☐ Branding is consistent across profiles
- ☐ Important usernames claimed on platforms you may use in the future

### 04 / GOOGLE PRESENCE

For eligible local and service-area businesses:

- ☐ Google Business Profile set up
- ☐ Correct business name
- ☐ Correct business category
- ☐ Correct phone number
- ☐ Website added
- ☐ Current business hours



## THE EARLY MORNING DRIP

MARKETING SETUP CHECKLIST / 45 DEGREE MEDIA

- ☐ Address or service area added, when appropriate
- ☐ Business description completed
- ☐ Photos added
- ☐ Services or products added
- ☐ Customer reviews being collected as the business serves customers

### 05 / PHOTOS & CONTENT ASSETS

Choose the assets that make sense for your type of business.

- ☐ Product or service photos
- ☐ Detail or lifestyle images, if applicable
- ☐ Photos of completed work
- ☐ Before-and-after examples, when appropriate
- ☐ Team or founder photos
- ☐ Professional headshots, if applicable
- ☐ Process or behind-the-scenes photos/videos
- ☐ Workspace or location photos
- ☐ Short-form video clips
- ☐ Demonstrations, samples, or mock projects if you do not have customers yet
- ☐ Marketing photos and files organized in one accessible location

### 06 / MARKETING MATERIALS

You do not need everything on this list. Create the materials that support how your customers actually find and buy from you.

- ☐ Business cards
- ☐ Digital business card
- ☐ Flyers
- ☐ Brochures
- ☐ Service menu



## THE EARLY MORNING DRIP

MARKETING SETUP CHECKLIST / 45 DEGREE MEDIA

- ☐ Pricing sheet
- ☐ Proposal template
- ☐ Estimate or quote template
- ☐ Presentation or sales deck
- ☐ Email signature
- ☐ Social media templates
- ☐ Signage
- ☐ Vehicle graphics
- ☐ Packaging
- ☐ Thank-you cards

### 07 / FINAL BRAND AUDIT

Pull up your website, social profiles, Google presence, email, and marketing materials. Then check:

- ☐ Business name is consistent everywhere
- ☐ Logo is consistent
- ☐ Colors and overall style are consistent
- ☐ Core message is consistent
- ☐ Contact information is correct and consistent
- ☐ Website link is correct everywhere
- ☐ Information is current
- ☐ Everything feels recognizable as the same business

### 08 / ACCOUNT OWNERSHIP & ACCESS

Make sure you or your business maintain appropriate ownership and access to:

- ☐ Domain registrar
- ☐ Website
- ☐ Business email
- ☐ Social media accounts



## THE EARLY MORNING DRIP

MARKETING SETUP CHECKLIST / 45 DEGREE MEDIA

- ☐ Google Business Profile
- ☐ Logo and design files
- ☐ Business photos and videos
- ☐ Analytics accounts
- ☐ Advertising accounts

### 09 / FINAL CHECK

- ☐ Customers can tell who we are
- ☐ Customers can understand what we do
- ☐ Customers know how to contact or buy from us
- ☐ Our business looks consistent across the places customers will find us
- ☐ We have ownership and access to the core accounts and assets our business depends on

You do not have to make everything perfect before you launch. The goal is to make it clear who you are, what you do, and where someone can go to do business with you.

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