

The Ultimate Small Business Marketing Checklist



BrandUp Tech

Your Free
Gift!



8/12/2025



Checklist Sections

Your Online Foundation.....	3
Engaging with Your Audience	5
Advanced and Ongoing Actions	7
Now What?	9
Turning the Checklist into Action	9



The Ultimate Small Business Marketing Checklist: Your Roadmap to Sustainable Growth

Are you a small business owner feeling overwhelmed by the endless world of marketing? It's easy to feel like you're just throwing ideas at a wall and hoping something sticks. In today's competitive market, a great product or service is just the beginning. You need a clear, consistent, and actionable plan to cut through the noise and connect with your ideal customers.

This isn't just another generic to-do list. This is your personal roadmap to building a marketing strategy that is not only effective but also feels authentic to your brand. We'll walk you through everything from establishing your foundational online presence to engaging your audience and thinking about long-term growth.

The key to a successful marketing strategy is consistency. This checklist will help you build a solid brand foundation so that every interaction a potential customer has with your business—whether it's on your website, a social media post, or a customer review—is cohesive and memorable.

Ready to take control of your marketing? Let's get started.

Your Online Foundation

This section focuses on creating and optimizing your core online presence, ensuring you have a strong, trustworthy foundation where customers can find you. It covers everything from your website's performance to how you manage customer reviews on Google and other platforms.



Website Audit



Run a quick audit of your website to ensure it's fast, mobile-friendly, and has a clear call to action on every page.

Action

Use Google's PageSpeed Insights to check your site's speed and mobile-friendliness. Make sure your contact form or "buy now" button is easy to find and use.



Google Business Profile



Have you completely optimized your Google Business Profile with rich details?

Action

In addition to adding hours and photos, post updates about new products, specials, or upcoming events. Use the Q&A feature to answer common customer questions, which pre-populates the answers for new visitors.



For more on using Google Business Profiles check out our blog post here:

<https://blog.branduptech.com/google-business-profile-for-local-seo/>

Local SEO & Citations



Are you listed on key online directories beyond just Google?

Action

Ensure your business name, address, and phone number (NAP) are consistent across major platforms like Yelp, Apple Maps, and local business directories. This consistency builds trust with search engines.



Customer Feedback Loop



Do you have a system for not just collecting, but also acting on, customer reviews?

Action

After a customer leaves a review, whether positive or negative, respond thoughtfully and publicly. Thank positive reviewers and offer a solution to those who had a bad experience. This shows you're listening and care about your reputation.



Brand Consistency Check



Have you ensured your logo, colors, and fonts are identical across your website, social media, and any other online listings?

Action

Create a simple brand style guide that includes your primary logo, a defined color palette (with HEX codes), and your chosen fonts. This will be your master document for all future marketing efforts.



For more information on Brand Consistency check out this article on our blog:

<https://blog.branduptech.com/brand-consistency-small-business/>

Engaging with Your Audience

Once your foundation is set, this part helps you actively engage with your audience through a strategic content plan, short-form videos, and targeted email marketing. It also encourages a "Community Host" mindset to build authentic connections.



Content Marketing Roadmap



Have you identified three content pillars that align with your brand?

Action

Instead of just posting random content, choose three core topics (e.g., behind-the-scenes, customer stories, industry tips). This creates a consistent and recognizable flow for your social media and blog.



The Power of Short-Form Video



Are you repurposing content to create engaging short videos?

Action

Take an informative blog post and turn it into a 60-second video for Instagram Reels or TikTok. Use simple text overlays and a hook in the first three seconds to grab attention.



Email & Segmentation



Have you set up an email list with a welcome series for new subscribers?

Action

Offer a lead magnet (like this checklist!) in exchange for an email address. Create an automated welcome email with a special offer or a behind-the-scenes look at your company.



Bonus: Segment your list based on how they signed up (e.g., from a blog post vs. a purchase) to send more targeted content.

The "Community Host" Mindset



Are you actively engaging in online conversations related to your industry?

Action

Don't just post on your own pages. Find relevant Facebook groups, LinkedIn communities, or even local subreddits. Answer questions and provide value without self-promoting. This positions you as an expert and builds authentic connections.



Advanced and Ongoing Actions

This section moves beyond the basics to focus on long-term strategies, including tracking your results, building partnerships, and defining your brand's core mission. These advanced actions are key to sustainable growth.



Cross-Promotion Partnerships



Have you identified two non-competing local businesses to partner with?

Action

Reach out to a complementary business (e.g., a bakery partnering with a coffee shop) to discuss a joint giveaway, a co-hosted event, or a simple social media shoutout.



Measure & Refine



Do you have a monthly ritual for reviewing your marketing data?

Action

Set aside an hour each month to look at your Google Analytics, social media insights, and email open rates. See what content is performing best and plan to create more of that.



Your "Why" Statement



Can you articulate your business's mission in one sentence?

Action

Write down your core mission statement. This isn't just for a website page; it's a guide for every marketing decision you make. If a post or campaign doesn't align with your "why," don't do it.



Build Your Content Library



Do you have a central hub on your website for all your valuable content?

Action

Create a resource page or a "Knowledge Hub" on your website. This is where you can store all your evergreen blog posts, checklists (like this one!), videos, and FAQs. It helps your audience see you as a trusted source of information and keeps them on your site longer.





Now What?

Turning the Checklist into Action

You now have a powerful roadmap for your marketing efforts. But let's be honest—finding the time to implement every single step can feel overwhelming. Maybe you're not sure which item to tackle first, or you'd prefer to spend your time focusing on your customers and your core business.

If you're ready to put this checklist into action but feel like you need an expert partner to help you, we're here for you. We specialize in working with small businesses just like yours to create and implement these strategies. [Book a free 30-minute discovery call](#) with us to discuss your goals and see how we can help you make every item on this list a reality.

Find more great marketing information on our blog at <https://blog.branduptech.com>