



MARKETING CHECKLIST

Do you have all the marketing components you need to achieve success? Check all answers below that apply. If you're not sure, ask us for a FREE review to help you.

WEBSITE DESIGN AND FUNCTIONALITY (MIN. SCORE = 3)

- My WEBSITE is SECURE (SSL)**
I see 'HTTPS' and a padlock or green padlock in the address bar, making my site more competitive and safer to search engines and users.
- My WEBSITE is MOBILE RESPONSIVE (NOT 'Mobile Friendly')**
My website changes formats for each mobile device or tablet AND I don't need to do page edits in multiple admin areas to keep desktop and mobile sites matching.
- My WEBSITE is EASILY NAVIGATED by Customers & Prospects**
Layout is clean, intuitive and speaks to my audience. My products, services and contact information are easy to find.
- I Have Access to 'GOOGLE ANALYTICS' Website Traffic Information**
Google Analytics is part of my website and I regularly analyze reports to improve my search-ability AND customer navigation.
- I UPDATE My WEBSITE At Least 1x per Month**
I blog, add testimonials, videos, products, create events, etc. to keep my site relevant and competitive in the eyes of the search engines.

SOCIAL MEDIA PRESENCE (MIN. SCORE = 2)

- I Have a Presence on One or More SOCIAL MEDIA Sites**
I have profiles set up on social media platforms my clientele use such as Facebook, Twitter Houzz, Pinterest, Google, LinkedIn, etc.
- I Post Regularly to My SOCIAL MEDIA Sites**
I post articles and topics at least once per week that are of interest to my followers.
- I Have Created an Audience on FACEBOOK for Prospecting Efforts**
Using knowledge of who my best customers are, I have created qualified audience groups on Facebook whom I can market my products and services.
- I Boost or Create Ads on FACEBOOK**
Using my prospecting group(s), I pay to reach targeted NEW prospects.



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ON-LINE TOOLS & UTILIZATION (MIN. SCORE = 4)

- I Have CLAIMED My ON-LINE DIRECTORY PROFILES**
My directory listings are all up to date to include my phone/contact info, photos, location, hours, website, products, reviews, etc.
- I Use EMAIL MARKETING/TEXT MSG. to Automate My Service Appointments**
I have made my service anniversaries and appointment reminders automated and consistent through email and text.
- I Use EMAIL MARKETING to Categorize Customers for CROSS-MARKETING**
I use email tools to categorize, personalize and sell to existing contacts and customers for cross-marketing sales and specials.
- I Use EMAIL MARKETING to FOLLOW-UP on Recent Sales**
I use email tools to follow-up on sales and ask for reviews, to manage my online reputation and convert more prospects to customers.
- I Reply to ALL REVIEWS, Good OR Bad**
I see every review as an opportunity to grow/improve my company. I answer all reviews in a professional manner, creating a better reputation for my business.
- I Use EMAIL MARKETING to Help with Converting Estimates to Sales**
I use email tools to follow-up on open estimates and offer personalized incentives based on products and timing to convert to a sale.

DATA AND DIRECT MARKETING (MIN. SCORE = 2)

- I Know EXACTLY WHO MY BEST CUSTOMERS ARE Using Statistical Tools**
I've cross-referenced my sales to the existing population and matched likely (and unlikely) customers making ALL of my marketing more effective.
- I Use DIRECT MAIL to Reach New Customers Around Recent Installs/Sales**
Using a 'Radius' around recent sales and service addresses, I reach out to neighbors as they are likely the same demographic, home type, etc.
- I Continually UPDATE CUSTOMER EMAIL ADDRESSES for Future Marketing**
I know how inexpensive and effective email can be when a relationship is established. I am updating, adding and using email for a number of strategies.

Let Good Marketing Group Help You Check All the Boxes to Achieve Marketing Success!
GoodMarketingGroup.com (484) 902-8914