

Marketing Checklist

KATIE NEHLS
CONSULTING & DESIGN

Brand Awareness

- Logo
- Logo Submark
- Color Pallet
- Brand Fonts
- Secondary Logo
- Messaging Document
- Business Cards
- Brochures
- Flyers

Email Marketing

- Choose Email Provider
- Email Newsletter Plan
- Contact Database
- Email List Growth Plan
- Email Newsletter Templates
- Email Signature
- SSL Secure Website
- Automated Campaigns
- Lead Flow from Website

Social Media

- Choose your platforms
- Content Calender
- Hashtag Database
- Profile Images
- Header Images
- Content Pillars/Categories
- Social Media Templates

Website

- Custom Domain Name
- Homepage
- Contact Page
- Product/Service Pages
- About Us Page
- Landing Pages for Ads
- SEO
- SSL Secure Website
- Testimonials
- Terms of Use
- Privacy Policy
- Marketing Opt-in on Forms
- Downloadable Resources

Digital Advertising

- Target Demographics
- Keyword Research
- Visual Ad Creative
- Campaign Strategy
- Multi-Channel Calendar
- Ad Copy

Are you missing some steps and wanting expert help on what to prioritize? I offer a free discovery call where I can recommend where to start. Contact me!