

MARKETING 101: YOUR INTERACTIVE CHECKLIST

There's never a wrong time to start thinking about marketing your business. There's a lot to consider, and marketing is a year-round necessity! We're here to help with this interactive checklist. Use these ideas as a springboard to help keep everything in check through the busy season and beyond.



WEBSITE

- Refresh your content to ensure it's up-to-date and reflects your current services and contact information
- Ensure your content is search engine optimized (SEO) and has the correct metadata
- Content should also marry user intent with keyword optimization to bring in the most qualified leads
- Effective calls to action should direct visitors to responsive web forms, click-to-call buttons or chat/messaging functions



PRINT MARKETING & MATERIALS

- Check your supply of lawn posting and regulatory signs, and order more if necessary
- If you're going to send neighborhood or new owner postcards or letters to the areas you service, now's the time
- Refresh and stock up on door hangers, flyers and leave-behinds – make sure you have what you need so you're not stuck later in the season



SOCIAL MEDIA

- Make sure your social media pages all have the most up-to-date information
- Update cover photos and profile information to reflect your current branding
- Share behind-the-scenes snapshots of your team, successful customer stories/photos of completed jobs and any community engagement/involvements your company has
- Encourage happy customers to share their stories and photos on your pages

INTERACTIVE MARKETING CHECKLIST



DIGITAL DISPLAY ADS

- Determine the key demographics of your target customers: age, gender, median income, etc.
- Ads should be bold, simple, easy to read; think of display ads like mini, digital billboards
- Each ad should have a clear call to action/obvious button to click



PAY PER CLICK

- If you aren't already, run Local Service ads as a Google Guaranteed Business
- Use a variety of new ad formats and features, including call campaigns and messaging straight from ads
- PPC ads should send visitors to your website or a dedicated landing page – do you have those in place and ready?



REVIEWS

- Encourage happy customers to leave Google reviews of your business – good customer reviews are essential
- Make sure that your company's information is up-to-date and consistent across sites like HomeAdvisor, Yelp, Nextdoor, etc.
- Highlight quotes from good reviews as testimonials on your website and social channels



BRANDING

- At least 10% of your marketing budget should be devoted to brand awareness campaigns
- Create brand guidelines and follow them – everything potential customers see from truck logos to uniforms should be consistent to your brand image
- Consider your key customer demographics with branding – choose branding strategies that will appeal to them

INTERACTIVE MARKETING CHECKLIST



CUSTOMER PROFILE

- Are you marketing to the right people? Performing a [customer profile](#) can help
- Coalmarch will analyze data on your existing customers to create a snapshot of your ideal customer
- Use this knowledge to hyper-target your marketing and make sure you're reaching the potential customers most likely to hire you



RECRUITING AND HIRING

- Attract qualified job candidates using the same methods you use to market to customers
- Make sure you are telling your company story with a compelling Employer Brand and [hiring website](#)
- Evaluate your job descriptions – Are they accurate? Do they need updating or rewriting?
- Get your job listings in front of as many people as possible by sharing them on your website, online job boards and social media



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