



Four Steps to Propel Your Business
(and a 21-point checklist to help you)

Get Found

1. Check your search engine results. Make them better and better.
2. Personally, claim about 40-50 online directories for your business so your information is under your control and correct, searchable, and can easily be found by customers looking for your service or product.

Get Social

3. Social media monitoring – How is your social media presence? Specifically, Facebook?
4. Develop a way to stay top of mind with your customers and target audience. Email? Coupons? Etc. Stay in touch with them in a regular and social way.
5. Post on Facebook two or three times a week. Search for ideas online. There are tons of ideas about how to be relevant and active socially online.
6. Create a blog post a few times a month that is helpful to your type of clients/customers. Answer questions you know they have from chatting with them. Be helpful, not salesy.
7. Update your website to help maintain a consistent freshness.
8. Make your website a lead- generation, content-rich, engagement-driven website.
9. Identify your target market and utilize it in advertising, resulting in efficient spending, more qualified traffic and leads.
10. Sell with a personal video online – Be you and invite people to buy your products. Tell them why it is a great value for them. Give helpful information. Be real!
11. Optimize your Google Business Page
12. Optimize your Yelp Listing

Get Reviews

13. Set up a customer reviews management system of some kind to consistently get good reviews and share them. Deal with negative reviews personally

Get Growing

14. Establish attainable but challenging goals and a business strategy to reach them.
15. Know what you are known for and refine or rebrand if needed.
16. Define your specific value offering. – What do you do of value to the customer that others don't or can't do better?
17. Build a marketing strategy, not just “shoot from the hip, try this, try that” tactics.
18. Utilize consistent marketing analysis – Track your results against your goals. Adjust the strategy as needed.
19. Track your data – Google analytics and Facebook Insights. (Both are free.)
20. Get online free help by searching the above topics. There is a lot of helpful free info out there. Don't pay for webinars and/or quick-fix options.
21. Learn more from us! Call Mike at Purpose Launch Marketing for a free, not obligation consultation and check out the website for free help and guides. Subscribe to *The Fuel Tank*, a weekly digest with helpful ideas for folks like you who are building businesses. Find it all at www.PurposeLaunch.com