



# BUSINESS START-UP BRAND & MARKETING CHECKLIST

Starting a business can be overwhelming. Our starting a business checklist includes all the tasks you need to consider before you launch your business and also a list of tasks to help your business flourish and grow.

## *Pre Launch*

### ***Building your brand***

1. Before you do anything - do your research. Look at your market, competitors, target audience and products or services, this helps you to:
  - a. Identify your unique selling point - It's important that you define what makes your business different from the competition
  - b. Identify who your target audience is. Who will be your potential customers?
2. Business plan: Define 3-5 business goals that you want to achieve in 6-12 months then 3-5 years.

3. Develop a brand strategy -this is your why, mission, vision and values.

This helps you to:

- a. Understand your vision - your WHY (Why does your company exist outside of profit)
- b. Write your brand story (How/why did the business start)
- c. Develop your mission (this helps you to define your day to day goals)
- d. Outline your Values - this is what guides you and helps create strong relationships with your potential customers and internal staff
- e. Brand personality this helps guide the logo and visual identity as well as tone of voice
- f. Define your brand positioning and messaging

Its best to have a professional to help you with your strategy but we understand that budget can be tight when starting up. However, this and your brand identity is where you should try and find a budget for a professional to help, at least to steer you in the right direction.

If you can't quite invest in someone else's time here are a few links that can help you on your way:

[Whats in a brand strategy download](#)

[View our free brand strategy webinar](#)

We also have an interactive brand strategy document for you to write yourself - if you would like to know more please email [vicky@creativehutch.com](mailto:vicky@creativehutch.com)

4. Name for your business - Do this after the above as your name will be defined by your market research, audience and brand personality.
5. Purchase and register web domains and trademarks. You'll need a website to get domains registered. Talk to your lawyer about trademarks.
6. Develop your branding - You need a logo and visual identity (colours, fonts, imagery) for your business - We will create a separate checklist for this but make sure you think about everything your logo will be seen on and make sure you have this in all the formats that will fit the space (Stacked, landscape, icons, wordmark)

### ***Creating awareness for your company (Marketing)***

Developing a strategic marketing plan covering different digital different channels and building a good content strategy to help promote your business can be overwhelming but we are on hand to help you. We do have lots of different templates we can share with you or help to guide you through creating your own.

7. Develop a marketing plan to help you achieve your business goals.
8. Set 3-5 SMART Marketing Objectives based on what you want to achieve from your marketing, looking at your strengths, weaknesses, opportunities and threats.
9. Develop your marketing mix to define how you will market your products/services to your customers (refer back to your target audience).
10. Design and print business stationery including business cards, headed paper, brochures, flyers and other marketing collateral used to promote your business.

### ***Building an online presence***

1. Design and build a website for your business. Consider what you want people to be able to do when they visit and build your website around that. Do you need a full website or just an initial landing page?
2. Hire a copywriter professional to translate your products/services into products that you can promote and sell.
3. Implement an onsite SEO strategy so your website gets found on search engines.
4. Set up social media platforms for your business (You can get a designer to set up branded templates for you in Canva so you can ensure brand consistency).
5. Activate your business on Google Maps.
6. Integrate a CRM tool if you need one.
7. Add your business to other online directories relevant to your industry. Consider local directories and any review sites or directories that are specific to your business.

8. NaSet up pixel tracking from Facebook and any other social media to your website to monitor traffic and performance.
9. Set up Search Console and Google Analytics (GA4) tools to find opportunities to grow your online presence.
10. Set up a Meta eCommerce shops if you sell products.

### *Post Launch*

#### ***Advertise your business***

1. Consider doing a launch event for your business inviting potential customers and the press with offers of your products and services.
2. Look for local networking events you could attend to promote your business.
3. Set up Google PPC advertising to rank your business on Google.
4. Set up Traffic and Engagement Meta paid ads to promote your business to a wider audience and encourage people to follow and learn about your business.
5. Post on social media regularly and consistently.
6. Join social media networking groups online and post regularly
7. Contact local press/publications to promote your business through a sponsored article, telling your story of why you started your business.
8. Think about setting up a loyalty scheme for regular customers.
9. Think about a referral scheme for customers to refer-a-friend and share on social media.
10. Set up a monthly email to potential customers and build your email list through social media, incentives and offer codes.
11. Create automated email journeys to manage new subscribers signing up to your newsletter and to retain existing customers -encouraging more sales by automatically emailing them new offers, products and services.
12. Write regular blogs on your website (weekly, fortnightly or monthly that you can include in your newsletter, share across your social media platforms which helps your SEO and drive traffic back to your website.
13. Tell/share your story on social media - why did you start this business.
14. Consider retargeting paid advertising to increase sales and conversions through social media and drive traffic to your website.