

Marketing Checklist

A complete marketing checklist to plan strategy and run recurring activities across every channel.

Strategy and foundations

- ☐ Define your primary marketing goals and tie each to a measurable target.
For example, leads per month or revenue from organic search.
- ☐ Document your target audience and at least one detailed customer persona.
- ☐ Write a clear positioning statement and a one-line value proposition.
- ☐ Map the customer journey from awareness to purchase to retention.
- ☐ Set a marketing budget and allocate it across your active channels.
- ☐ Confirm your brand voice, key messages and visual guidelines are documented.

Website and conversion

- ☐ Check that every key page has a clear call to action above the fold.
- ☐ Confirm contact, demo or purchase forms work and notify the right inbox.
- ☐ Verify the site loads fast on mobile and passes core usability checks.
- ☐ Add or update lead capture, such as a newsletter signup or lead magnet.
- ☐ Set up conversion tracking and goals in your analytics tool.
- ☐ Review top landing pages and improve the weakest converting one.

Content and SEO

- ☐ Maintain a content calendar with topics mapped to audience questions.
- ☐ Publish new content on a consistent, realistic schedule.
- ☐ Do keyword research and target one primary keyword per page.
- ☐ Refresh older content that is losing rankings or traffic.
- ☐ Add internal links between related articles and key conversion pages.
- ☐ Earn or pursue backlinks from relevant, reputable sites.

Social media and community

- ☐ Choose the platforms where your audience actually spends time.
- ☐ Plan and schedule posts ahead with a consistent posting rhythm.
- ☐ Reply to comments, mentions and direct messages promptly.
- ☐ Repurpose blog and video content into platform-native formats.
- ☐ Track follower growth, engagement rate and link clicks.

Email and retention

- ☐ Grow your email list with a valuable, relevant incentive.
- ☐ Send a regular newsletter on a predictable schedule.
- ☐ Set up automated welcome and follow-up sequences for new subscribers.
- ☐ Segment your list so messages match subscriber interests.
- ☐ Clean inactive subscribers and monitor deliverability.

Paid advertising

- ☐ Define the goal and target audience for each paid campaign.
- ☐ Set daily or campaign budgets and clear bid limits.

- ☐ Write and test multiple ad variations for each campaign.
- ☐ Confirm landing pages match the ad message and offer.
- ☐ Install conversion tracking and verify it records correctly.
- ☐ Pause underperforming ads and scale the winners.

Measure and review

- ☐ Review key metrics against your goals in a monthly report.
- ☐ Identify your best-performing channel and double down on it.
- ☐ Spot the worst-performing activity and decide to fix or cut it.
- ☐ Check cost per lead and return on spend by channel.
- ☐ Plan next month's priorities based on what the data shows.