# 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.