

Marketing Checklist

from
Bluehoop Digital



Your Website

Why is this important?

By making your website look welcoming and trustworthy to visitors, you'll see traffic to your website increase and an improvement in the number of new business leads.

Your website content should communicate your business's brand promise and help visitors to remember your messages. By ensuring your website is easy to read, easy to navigate and makes it easy to 'find out more', you'll be in the best possible position to kick-off your ongoing digital marketing strategy.

Tip! Over 90% of potential customers search online when they need goods or services. Your website is a showcase for your business. It needs to reflect your professionalism and inspire trust in potential customers.

Website Content:

- Clear message about what you do
- Products/services pages
- News/blog - frequently updated
- Testimonials & case studies
- Real photos of your team
- Awards/accreditations
- Clear contact details + contact form
- Calls to actions (linking to email / tel)
- Simple, logical layout & site navigation
- Professional/high-quality look and feel
- Equal balance of text & photography
- Social media links

Website Functionality:

- Works well on mobile
- Easy to navigate
- SSL Certificate
- Site speed - loads quickly

Score **15**

Your Online Visibility

Why is this important?

Google is the most visited website in the world and if your website can't be found easily, you will be missing out.

By getting your business ranking on page one in Google for as many search terms as possible, your website will generate more enquiries and sales.

92% of searchers will pick a business on the first page of search results. (Source: SEO Expert)

SEO takes time but delivers trusted 'organic' Google ranking positions. Google Ads can deliver quick wins in very competitive market places.

Tip!

Bluehoop has a audit tool that can give you a FREE mini overview of SEO errors. [Click here](#) or follow the QR code.



Organic (SEO):

- Keyword / search term plan
- Google page 1 for 5 to 10 keywords
- Meta titles on all pages
- Meta descriptions on all pages
- Alt tags on all images
- Optimised landing pages
- Quality inbound links
- Fix SEO errors on website
- Strong score on PageSpeed Insights

Google Ads (PPC & Remarketing):

- Active Google Ads account
- Remarketing campaign in place
- Negative keywords up-to-date
- Conversion tracking
- Regular reviews & bid adjustments
- Ad split testing

Google My Business:

- Company description, images & details
- Customer reviews

Score:

17

Your Social Media Platforms

Why is this important?

Social media has become an essential part of many businesses' marketing strategy. Social media helps businesses to connect with potential customers, increase brand, service and product awareness, whilst also increasing enquiries and sales.

With an estimated 53 million active social media users in the UK, social media can help to develop loyalty and people discover your business.

Social media platforms your business should consider include: LinkedIn, Facebook, Twitter, Instagram, TikTok, Pinterest and YouTube.

Tip!

It's difficult to find the time to update all social platforms, so focus your efforts on those that are used most by your target customers. Identify your goals, find your audience and choose the platforms that will give the best ROI.

LinkedIn:

- Company page & completed profile
- Personal profile
- Professional headshot photo
- Engaging headline
- Recommendations
- Regular updates

Facebook:

- Business page
- Company logo
- Opening times
- Regular updates
- Facebook Ads
- Facebook Pixel installed on website

Twitter:

- Business profile
- Regular Tweets
- Using relevant hashtags
- Interact with customers
- Follow potential customers/influencers

Score:

17



Your Marketing Material & Customer Opportunities

Why is this important?

Building trust amongst your potential customers is extremely important, but it won't happen unless you really understand their values and requirements.

It's important to develop an effective brand which resonates positively with your target audience, with the aim of converting them into customers.

Using your branding consistently throughout everything you do helps potential customers remember your business when they are ready to seek out your services or products.

Tip!

Developing a marketing plan will provide your business with a strategy to reach your target customers and give you a clear road map of marketing activities.

Branding & design:

- Professionally designed logo
- Brand guidelines
- Trademarks
- Business cards, letterheads
- Professional email (not Hotmail or Gmail)
- Email signatures - call to action
- Elevator pitch
- Vehicle livery
- Brochures - trackable QR Codes/CTAs
- Leaflets/whitepapers
- Signs, roll-up banners, exhibition signs
- Direct mail (or e-newsletters)

Opportunities:

- Repeat purchasing
- Upselling/cross-selling
- Talk to customers to improve messaging
- Customer feedback to improve products
- Special offers/promotions

Score:

17

Local Marketing Opportunities (Wharfedale/Airedale)

Why is this important?

Locally owned companies have a ready-to-go customer base right on their doorstep. Larger regional or national businesses often overlook the loyal customers in their local area.

In the Aire & Wharfe valleys there are numerous business support organisations offering free opportunities (membership is sometimes required), that can help your business be found by more local customers.

Look for opportunities to include your business in a local online directory, or share your news story online or in local press.

Tip!

When you share your business news story, many online publishers will also share it on social media. This substantially increases the number of people who will learn about your business.

Local business directory opportunities:

- Discover Ilkley
- Ilkley Business Forum
- LoyalFree - local business advertising app
- Buy in Otley
- Skipton Chamber of Commerce
- Discover Keighley

Local news websites:

- Ilkley Gazette
- Keighley News
- Craven Herald
- The Telegraph & Argus
- Yorkshire Post
- Ilkley Chat (website & Facebook group)
- Ilkley Bid
- Discover Ilkley
- Rombalds Radio

Score:

15

Your Total Score

Use our checklist to find your marketing score. Remember to review your score every month as your marketing progresses.

Date:

Website: /15

Online Visibility: /17

Social Media: /17

Materials/Customers: /17

Local Opportunities: /15

Total Score: /81

Want to improve your score?

If you want to improve your marketing to gain more enquiries, customers and sales, we're always happy to provide FREE advice.

We deliver website design & marketing created to be affordable for businesses of all sizes.

Can we help your business?

Call us on **01943 968262** or send an email to info@bluehoop.co.uk

Alternatively [click here](#) (or follow the QR code) arrange a FREE 30 minute consultation call.

