



The Ultimate Start-Up Marketing To-Do Checklist List

A) The Development Stage: Preparing for Launch

1. Brainstorm an idea or concept
2. Make a mind-map of your business idea
3. Encourage suggestions from family and friends
4. Take advantage of free local resources
5. Assess the market potential of your idea
6. Do keyword research
7. Scope out the competition
8. Define your target audience
9. Determine what your target audience problems are
10. How can you help your target audience achieve their goals?
11. Assess how viable your idea is
12. Develop an MVP for testing
13. Assess product/service profitability
14. Design your business plan
15. Create a meaningful customer acquisition plan
16. Set smart milestones and goals
17. Define your key message
18. Write a mock press release
19. Build your marketing framework
20. Define your future business structure
21. Evaluate cash flow needs for the coming months
22. Define your business sales process
23. Define a strategic plan
24. Define your operations plan
25. Finalize your pricing plan
26. Look for funding sources



27. Finalize your detailed launch plan
28. Choose a great business name
29. Create a logo
30. Buy a domain name
31. Build a landing page with a call to action and opt-in form
32. Secure your business name with every social media site you will use
33. Start building your social media fan base
34. Find niche market influencers/bloggers and start to build relationships
35. Drive traffic to the landing page with AdWords
36. Build relationships with journalists through LinkedIn and HARO
37. Collect feedback
38. Define actionable goals for the landing page
39. Implement analytics to track your goals
40. Build up interest on social media
41. Take pre-orders
42. Plan out your website design
43. Plan out your website architecture
44. Write your own website content
45. Create a content marketing strategy
46. Brainstorm for your upcoming marketing campaign
47. Choose a reliable hosting platform
48. Get the website built and make sure it's mobile friendly
49. Block your new website from search engines using robots.txt
50. Set up a GREAT customer support system
51. Optimize your website for search engines
52. Synchronize Google Search Console and Google Analytics Accounts
53. Synchronize Google AdWords and Google Analytics Accounts
54. Get your website proofread
55. Make sure your website is PCI Compliant if processing credit cards
56. Get a custom 404 error page



B) The Startup Stage: We Have Liftoff!

- 57. Share key message with journalists and bloggers
- 58. Draw out the suspense
- 59. Make your launch AN EVENT
- 60. Create an event video
- 61. Develop your brand story
- 62. Make the product or service available to important influencers
- 63. Get partners involved
- 64. Offer free trials, online downloads, product videos and demos
- 65. Build your AdWords campaign landing page
- 66. Set up a thank you page for the campaign
- 67. Set up campaign goal tracking in analytics
- 68. Leverage paid distribution channels
- 69. Offer limited-time bonuses or discounts
- 70. Publish a survey that supports the value of your product
- 71. Keep the release rolling
- 72. Follow-up emails to check on customer satisfaction
- 73. Tweak your products or services based on the initial feedback of your first customers



C) The Growth Stage: Maintaining Stellar Momentum

- 74. Reverse-engineer your top competitors
- 75. Find broken link opportunities
- 76. Become a guest author
- 77. Offer ongoing support
- 78. Send a “surprise” or unannounced bonus to your customers or demo users
- 79. Set future goals
- 80. Reassess your buyers’ path to sales
- 81. Re-evaluate your company’s conversion funnel
- 82. Shift your focus to retention
- 83. Connect with people in groups and on forums
- 84. Set up a blog strategy plan (guidelines, topic ideas, editorial planner)
- 85. Identify your competitors’ most shared content
- 86. Set up a blog
- 87. Set up an email opt-in form
- 88. Design and create two calls to action
- 89. Publish 2-3 blog posts per month
- 90. Syndicate your blog content via Buffer
- 91. Send re-engagement campaigns
- 92. Build a squeeze page
- 93. Track performance and adjust
- 94. Optimize your social media accounts
- 95. Attend industry events and conferences
- 96. Give lectures and presentations
- 97. Build your YouTube channel
- 98. Use expert roundups to generate links and social shares
- 99. Drive incremental sales with affiliate marketing
- 100. Enter new markets in new geographic locations

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