The Small Business

Marketing Checklist

64 Marketing Ideas Just for Regional Small Businesses.

www.SocialMediaAndMarketing.com.au

Small Business
Marketing Checklist

Foundations (Your Invisible Marketing)

- [ ] Google Business Profile claimed + updated
- [ ] Weekly photos added to Google Business
- [ ] Asked for Google reviews every week
- [ ] Website clearly shows who you are and what you want to be famous for
- [ ] Suburbs/towns listed on website pages for local search (if you want local customers)
- [ ] FAQ page answers real customer questions
- [ ] Email signature includes call-to-action link
- [ ] Voicemail mentions what's new or news!

Email (Your Owned Audience)

- [ ] Weekly/Monthly email newsletter
- [ ] Welcome email for all new subscribers
- [ ] Personality marketing included in your newsletters or emails
- [ ] Urgency and scacrity marketing
- [ ] Past client/customer re-engagement campaigns
- [ ] Abandoned Cart and Abandoned search emails
- [ ] Automation wherever possible

Marketing Inside What Your Already Send

- [ ] Business insights inside invoices/receipts
- [ ] QR code on invoices linking to something new/special
- [ ] Referral message added to payment confirmations - eg/ we love referrals!
- [ ] "Did you know we also offer..." on emails
- [ ] Flyers added to bags
- [ ] Street frontage? Market to people even when the business is closed!

Your Customer = Your Sales Team

- [ ] Referral Program or Referral Rewards
- [ ] Customer success stories shared publicly
- [ ] Reviews requested regularly
- [ ] Customer Testimonials collected
- [ ] Encourage customers to share their experience
- [ ] Followed up past customers

Community Marketing (Regional Gold)

- [ ] Local Facebook Groups
- [ ] Community noticeboards
- [ ] Local media opportunities
- [ ] Community events and markets
- [ ] Chamber of Commerce involvement
- [ ] Sponsorships or partnerships
- [ ] Local radio/newspaper stories pitched
- [ ] Guest speaking opportunities
- [ ] Community awards entered

Collaborations

- [ ] Cross-promotions with complimentary businesses
- [ ] Referral partnerships established and nurtured
- [ ] Guest content swaps
- [ ] Joint events or workshops
- [ ] Podcast guest appearances
- [ ] Newsletter swaps

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Simple Digital (No Fancy Gear Needed)

- [ ] Weekly phone videos posted
- [ ] Tips/Trick snippets shared
- [ ] Progress moments captured
- [ ] Google Business posts made
- [ ] Testimonials used everywhere
- [ ] Short videos sent via email

Visibility Boosters

- [ ] Entered local business awards
- [ ] Applied for community grants
- [ ] Happy customer success stories shared publicly
- [ ] Workers' uniforms with business branding
- [ ] Branded merchandise
- [ ] Banner on temporary fencing at events

Smart Tracking

- [ ] Asked every new customer “How did you hear about us?”
- [ ] Results recorded
- [ ] Best channels doubled down on

REMEMBER ....

Marketing isn’t just social media.

Marketing is every touchpoint:

- Every email.
- Every invoice.
- Every conversation.
- Every happy customer.

Small actions, done consistently, grow businesses.

Bonus Ideas Most Businesses

- [ ] QR codes on front doors
- [ ] Lead Magnet/Offer link on staff email signatures
- [ ] Send handwritten thank you cards to top customers
- [ ] Send surprise gifts to referrers
- [ ] Partner with a charity your customers care about
- [ ] Branded cars or window decals
- [ ] Local podcasts or interviews
- [ ] Be known for one thing, not twenty

Need Some Help? Let's Brainstorm!

Have any questions about this checklist?
Or stuck on an irresistible marketing idea?
Send me a direct message on Instagram
and I'll provide you some personal
feedback and advice.

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