SDP COMMUNICATIONS
MAKING THE COMPLEX SIMPLE

Small Business Marketing Checklist

A quick review to identify opportunities to strengthen your visibility.

Brand and message

- [ ] My business name, logo, and contact details are consistent.
- [ ] I can clearly explain who I serve and how I help.
- [ ] My website accurately describes my current services.
- [ ] My business information is easy to find on mobile devices.

Online presence

- [ ] My social media profiles are complete and up to date.
- [ ] I have a realistic schedule for publishing useful content.
- [ ] I respond to customer questions and messages promptly.
- [ ] I have reviewed links, forms, and calls to action on my website.

Relationships and results

- [ ] I ask for feedback and reviews appropriately.
- [ ] I have a plan to stay in touch with existing customers.
- [ ] I know which marketing activities generate enquiries.
- [ ] I review results and adjust my approach regularly.

Next steps

Top marketing improvement to make first:

_____

Who will take responsibility?

_____

Target completion date:

_____

Marketing works best when it is consistent, measurable, and aligned with your customers' needs.