



# Ultimate Promoter Check List

## Are you promoting and marketing your business enough?

We developed the ultimate promoter checklist to help you maximize your brand exposure using budget-friendly marketing tactics.

Use our easy to follow checklist & marketing tips to help generate new ideas on how to successfully promote your business!



### Branded Marketing Materials

- When I attend events, I bring the following marketing materials with me:
  - Business Cards
  - Marketing Postcard
  - Marketing Brochure/ Magazine that lists all my services and/or products.

*Tip: Where to put them?*

To increase exposure for my business, I place marketing materials at locations my consumers are at. I.e., local coffee shops, libraries, etc.



### Attend Local Networking Events

- I often connect with my local Chamber of Commerce or MeetUp for new networking opportunities.
- I attend 2-3 events per month.



### Feel Confident in Your Business's Social Media Strategy

- I use 2-3 media platforms that speak directly with my consumers and give me a different angle & voice.
- I share only meaningful content that drives interaction.
- I use different marketing ideas to promote my business on social media, such as, running contests & challenges.



### Give Back to your Local Community; Volunteer to Leverage your Business

- I work with local charities and organizations. I find ways in which my business could assist and donate that product or service.  
*Tip: Volunteering is a great way to give back, meet new people and shed a positive light on your business!*



### Use Email Marketing as a way to Communicate with your Customers

- I try to send 1-2 emails per month! This way, I am providing my subscribers with valuable and consistent information, opposed to solely selling them on your product or service.  
*Tip: Include a recent blog post, upcoming event or "A chance to win" contest!*



### Start a blog and try to post on a weekly or monthly basis

- On my blog, I provide posts that are relevant to my business, positioning myself as an expert (without saying, "Hey! I'm an expert.")
- I always share my blog posts on my social media outlets.



### Partner and Connect with Local Businesses Often

- I reach out to local business to host events and cross-promote with to increase exposure and reach a larger audience.



### Host Free Webinars or Events

- I use my events and webinars to build my email database so that I can reach a larger audience when announcing future events.

*Tip: Offering free events gives you the chance to meet and speak with potential clients; This in-person connection is extremely valuable!*



### Always Make Your Clients Feel Special

- I send Thank You emails
- I send hand-written Thank You notes
- I always make myself (or a team member) available for questions, concerns and inquiries.