

CHECKLIST:

Startup Marketing Basics

You've started a business—now let the whole world know about it. Use this marketing checklist to ensure you have all the key elements needed to brand your new startup.

YOU MUST HAVE

The following are essential for every startup:

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| <input type="checkbox"/> Logo (trademarked) | <input type="checkbox"/> Social media presence on relevant sites.
This may include: |
| <input type="checkbox"/> Business cards | • Facebook |
| <input type="checkbox"/> Business email address/Email signature that promotes your business and uses your website's domain name, not Gmail or Yahoo Mail | • LinkedIn |
| <input type="checkbox"/> Website using responsive design | • Twitter |
| <input type="checkbox"/> Responsive design template for email marketing messages/newsletters | • YouTube |
| | • Instagram |
| | • Pinterest |
| | • Other |

YOU MAY NEED

Depending on your industry, business and marketing plan, you may also need the following:

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|---------------------------------------------------------------|---------------------------------------------------------------|
| <input type="checkbox"/> Brochures | <input type="checkbox"/> Listings on review and ratings sites |
| <input type="checkbox"/> Flyers | <input type="checkbox"/> Business signage |
| <input type="checkbox"/> Sales sheets/Spec sheets | <input type="checkbox"/> Vehicle signage |
| <input type="checkbox"/> Postcards | <input type="checkbox"/> Print advertising |
| <input type="checkbox"/> Sales letters | <input type="checkbox"/> Radio advertising |
| <input type="checkbox"/> Folders with business logo | <input type="checkbox"/> Cable television advertising |
| <input type="checkbox"/> Letterhead/Envelopes | <input type="checkbox"/> Employee uniforms |
| <input type="checkbox"/> Note cards | <input type="checkbox"/> Shopping bags |
| <input type="checkbox"/> Listings on local search directories | <input type="checkbox"/> Product packaging |

NOTES: