

Build, Launch, Grow, Scale - Checklist

Phase 1: Build

Branding		Media	
☐	Logo	☐	Headshots
☐	Mission Statement	☐	Business Photography
☐	Vision Statement	☐	Story Brand Videos
☐	Business Color Palette	☐	Educational Videos (5 Min)
☐	Typography	☐	Testimonial Videos (5 Min)
☐	Tagline	☐	Promotional Videos (5 Min)
☐	Brand Voice	☐	Product Photography
☐	Brand Guidelines	☐	Event Photography
☐	Business Name	☐	Product Videos
☐	Slogan	☐	Social Media Content Videos
		☐	Behind the Scenes Videos
		☐	Drone Footage

Website / App		Printed Material	
☐	Portfolio Website	☐	Business Cards
☐	Ecommerce Website	☐	Rack Cards
☐	LMS Website	☐	Flyers
☐	Landing Page	☐	Brochures
☐	Blog	☐	Letterhead
☐	Membership Site	☐	Envelopes
☐	Booking Website	☐	Event Banners
☐	Directory Website	☐	Tablecloth
☐	Intranet	☐	Promotional Items
☐	Mobile App		

Phase 2: Launch

Digital Advertising		Search Engine	
☐	Google Ads	☐	Local SEO
☐	Bing Ads	☐	Google Business Profile Optimization
☐	Facebook Ads	☐	On-Page SEO
☐	Instagram Ads	☐	Off-Page SEO
☐	LinkedIn Ads	☐	Technical SEO
☐	YouTube Ads	☐	Keyword Research
☐	TikTok Ads	☐	Content Marketing for SEO
☐	Pinterest Ads	☐	Link Building
☐	Twitter/X Ads	☐	Voice Search Optimization
☐	Display Advertising	☐	Video SEO
☐	Remarketing Campaigns	☐	AI SEO
☐	Podcast Advertising		

Social Media		Traditional Advertising	
☐	Facebook	☐	Print Advertising
☐	Instagram	☐	Billboards
☐	LinkedIn	☐	Direct Mail
☐	YouTube	☐	Radio Advertising
☐	TikTok	☐	Television Advertising
☐	Pinterest	☐	Event Sponsorships
☐	Twitter/X	☐	Trade Shows
☐	Snapchat	☐	Flyer Distribution
☐	Threads	☐	Magazine Advertising
☐	Reddit	☐	Newspaper Advertising
		☐	Networking

Phase 3: Grow

Email Marketing		SMS Marketing	
☐	Welcome Email Sequences	☐	Promotional Texts
☐	Newsletter Campaigns	☐	Event Reminders
☐	Promotional Emails	☐	Flash Sale Alerts
☐	Event Invitations	☐	Order Confirmations
☐	Re-engagement Campaigns	☐	Abandoned Cart Messages
☐	Drip Campaigns	☐	Loyalty Program Updates
☐	Personalized Product Recommendations	☐	Personalized Offers
☐	Surveys and Feedback Requests / Reviews	☐	Appointment Reminders

Content Marketing		Influencer Marketing	
☐	Blog Posts	☐	Sponsored Posts
☐	Case Studies	☐	Product Reviews
☐	Whitepapers	☐	Unboxing Videos
☐	Ebooks	☐	Giveaways and Contests
☐	Podcasts	☐	Affiliate Partnerships
☐	Webinars	☐	Brand Ambassador Programs
☐	Infographics	☐	Guest Social Media Takeovers
☐	Guides and How-To Articles	☐	Collaborative Content Creation

Phase 4: Scale

CRM Automation		Marketing Automation	
☐	Lead Capture Automation	☐	Automated Email Campaigns
☐	Lead Scoring	☐	Drip Sequences
☐	Pipeline Management Automation	☐	Behavior-Based Triggers
☐	Automated Follow-Up Emails	☐	Dynamic Content Personalization
☐	Contact Segmentation	☐	Social Media Scheduling
☐	Task And Reminder Automation	☐	Retargeting Campaign Automation
☐	Customer Journey Tracking	☐	A/B Testing Automation

Sales Automation		AI & Data Automation	
☐	Proposal Generation	☐	AI Lead Scoring
☐	Automated Quote Creation	☐	Predictive Segmentation
☐	E-Signature Integration	☐	Next-Best-Action Recommendations
☐	Order Processing Automation	☐	AI Chatbot And Live Chat Triage
☐	Follow-Up Sequences	☐	Call Transcription And Auto-Summarization
☐	Automated Lead Assignment	☐	AI Content And Subject Line Generation
☐	Sales Reporting Automation	☐	Churn And Revenue Forecasting
		☐	Anomaly Detection Alerts
		☐	Automated Insight Reports And Narratives
		☐	Identity Resolution And CDP Sync