

Marketing Checklist

“Is Your Facility’s Brand Reaching the Right People?”

Designed to uncover gaps in visibility, engagement, and lead generation.

Brand Visibility & Online Presence

- You post consistently on Instagram and Facebook with clear CTAs.
- Your website is optimized to convert casual visitors into leads/bookings.
- You collect leads at every event, camp, and drop-in session.

Content & Promotions

- You send monthly email or text campaigns to past clients and prospects.
- You feature testimonials, success stories, and training tips.
- You run seasonal or themed promotional campaigns.

Marketing Ops & Analytics

- You track performance of channels (email, social, referrals).
- You monitor email open rates, click-throughs, and engagement trends.
- Your messaging is consistently aligned with services offered.