

# THE *creative* benefit *marketing checklist*

for startups and small businesses

This is intentionally not long-term strategy. This is the get moving, start seeing traction, stop guessing list. This positions marketing as a cost center so you can start seeing return on investment immediately and feel confident in where you are putting your marketing dollars moving forward.

## Phase 1: Foundation





- ☐ Clear positioning statement (what you do, who it's for, why it matters)
- ☐ One primary Ideal Customer Profile (ICP) defined
- ☐ Core brand voice and tone
- ☐ Website homepage that answers: Who is this for?, What problem do you solve? What should the visitor do next?
- ☐ Basic brand assets (logo usage, colors, fonts, imagery)

## Phase 2: Credibility & Trust Signals






- ☐ Short company overview (for sales, partners, outreach)
- ☐ Founder or leadership bio(s)
- ☐ One clear services or product page per offering
- ☐ Testimonials, quotes, or early proof points (even informal ones/use cases)
- ☐ Simple "Why Us" section (no fluff)








### Phase 3: Content That Pulls Its Weight

-  3–5 core website pages fully written and optimized
-  2–3 foundational blog posts answering real customer questions
-  One downloadable or shareable asset (checklist, guide, FAQ, comparison)
-  Basic SEO setup (page titles, meta descriptions, headers)

### Phase 4: Distribution (Where ROI Starts)

-  One primary social channel selected (not all of them)
-  Founder or leadership LinkedIn profiles optimized
-  LinkedIn company page fully built out
-  Monthly content cadence established (realistic, not aggressive)
-  Email capture + one basic nurture or welcome email

### Phase 5: Sales Enablement Basics

-  One-pager overview for prospects
-  Simple pitch deck or sales PDF
-  Defined CTA paths (contact, demo, call, download)
-  Tracking in place (website traffic, form fills, engagement)
-  Set up templates: email signature, LinkedIn banners, basic one-pagers