

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)

- 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