



Marketing Checklist for Small Businesses

1. Create short-form videos to grab attention on social media
2. Optimize your Google Business Profile for better visibility
3. Write helpful content on your website and blog
4. Send SMS messages for fast and effective communication
5. Encourage customers to share reviews on social media
6. Collaborate with local UGC creators for authentic visibility
7. Install a chatbot to answer customers 24/7
8. Use lead magnets (PDFs, discounts, guides) to collect contacts
9. Start a newsletter to build customer loyalty
10. Turn reviews and testimonials into visual content
11. Use Pinterest if your business is visual (fashion, food, crafts)
12. Boost your best social posts with a small budget
13. Create a simple and personalized loyalty program
14. Build authority with posts on LinkedIn
15. Host live events, webinars, or giveaways in collaboration