

DIGITAL MARKETING CHECKLIST

FOR OPENING A

NEW LOCAL BUSINESS

01 BUY A WEBSITE DOMAIN.

Set a solid foundation for your online presence with a quality domain name. If your exact business name is taken, try adding a modifying word or making a slight variation (typically two word domain names are better than one).

02 PUT UP A SPLASH PAGE OR ONE-PAGE WEBSITE.

Establish credibility on your new domain with a one-page site. If you are working on a bootstrap budget, you can use Squarespace.com or Wix.com to build a new one-page site at a low monthly price.

Include the following information (if applicable):

- Your logo
- Your company name in text
- Brief description of your company and products or services
- Contact information (web form and phone number)
- Social media links
- Email sign up form (optional)
- Your business address

03 SET UP YOUR SOCIAL MEDIA CHANNELS.

Create business accounts so you can take advantage of all of the tools each social media platform has to offer. Use these new social channels to update potential customers about your business opening and more.

Social Channels We Recommend Setting Up:

- Facebook Business Page
- LinkedIn Business Page
- Instagram Account
- Twitter Account

04 SET UP YOUR LOCAL LISTING ACCOUNTS.

Establish your local presence by setting up your business profile and contact information on local listing websites.

Local Listing Providers We Recommend Setting Up:

- Google My Business - absolutely the most critical to have
- Yelp.com - great for collecting reviews
- TripAdvisor.com - for if you operate in hospitality, restaurants, or tourism

05 START COLLECTING FOLLOWERS & CREATING EXCITEMENT.

Offer your customers a discount or special offer via social media!

06 START COLLECTING POSITIVE REVIEWS.

Encourage new customers to review your business online after a purchase.

07 INVITE LOCAL PRESS TO WRITE ABOUT YOUR NEW BUSINESS

Reach out to local newspapers and business publications to write a story or interview you about your opening.