

Marketing, Sales Support, Lead Generation



aim
I.T. Services

Sales Marketing Launch

Checklist



Sales Readiness

Checklist New Location

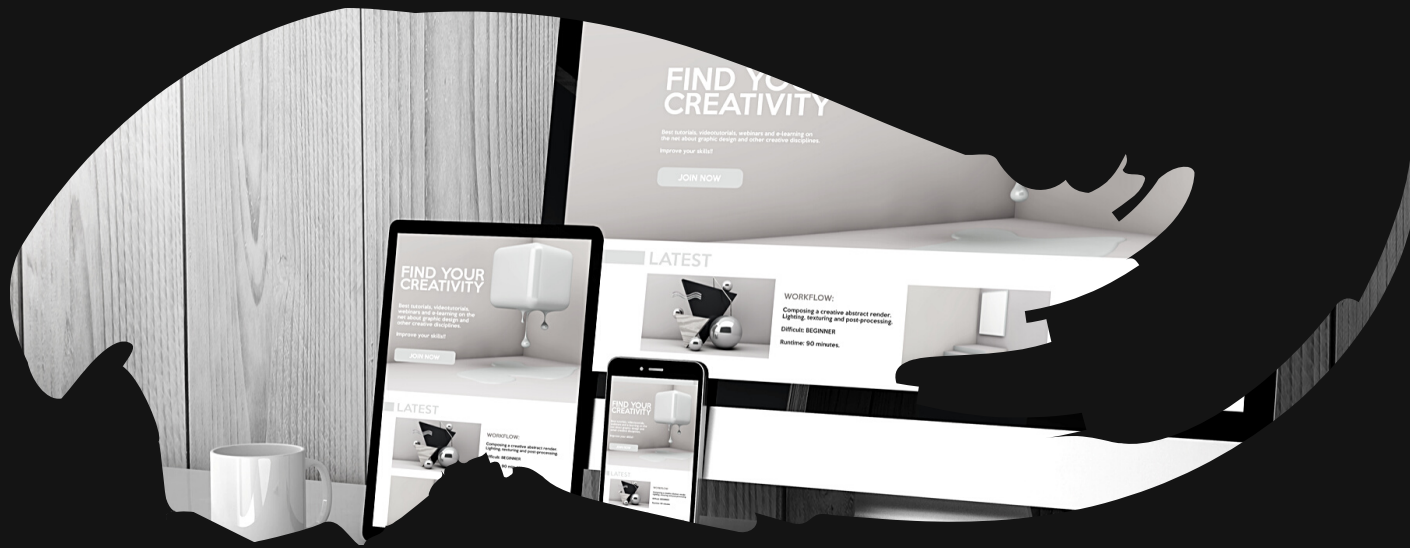
- Social Content Marketing
- Website
- Local Ads/Promos
- Data Sheets
- Powerpoint
- Demo Calendar
- Demo Schedule
- Workshops / Podcast



SOCIAL CONTENT MARKETING

Required Items

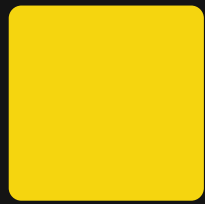
- Create / Establish
 - Facebook
 - Instagram
 - Tiktok
 - Pinterest
- Automate
 - Facebook
 - Instagram
 - Tiktok
 - Pinterest
- Regional Image / Video Assets



WEBSITE

Required Items

- Website
 - Master Positioning Document
 - List of Services
 - Services Overview
 - Contact Numbers / Email
 - Callrail Tracking Number(s)
 - Image Assets
 - Hosting Setup
 - Geo Tags
 - Shared Drive (outside site)
 - UA Analytics
 - Webmaster Tools Setup



PAID ADS

Required Items

- Google Ads
- Bing Ads
- Facebook Ads



GEO-LOCAL

Online Directories / Citations

- Google My Business
 - GMB Categories
 - Photos
- Bing Places (33%)
- Apple Maps
- Yellowpages
- Foursquare
- Yahoo's Localworks
- Alexa Listing



GEO-LOCAL

Review Sites

- Yelp
- Glassdoor
- Next Door



- Reviews (3+)
- City or Keyword in Review
- Reviews with Responses



GEO-LOCAL

Positive Reviews



- Facebook Business Create
- LinkedIn Business Create
- Instagram Business Create
- Twitter Business Create
- TikTok Business Create

GEO-LOCAL

Social Pages



- Name
- Address
- Phone Number

CONSISTENT NAP

Accurate Information



- Departments / Services / Products (Multiple)
- Hours
- Address
- Menu
- Website
- Phone Number

STRUCTURED DATA

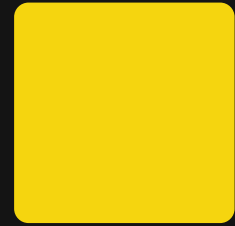
Indexing - The "Business Card
for Search Engines"



INBOUND WITH LOCAL ANCHOR

Local Inbound Authority

- **Inbound Link** from a high authority site - WITH:
 - Your City
 - Your Neighborhood
 - Key Term

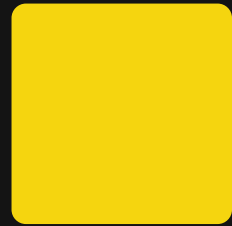


knowledge.
ively adv.
authority noun
judge others, ex
position which

ON-PAGE LOCATION + KEYWORD OPTIMIZATION

Local Authority

- "Chicago IT Services" vs. IT Services



SALES READINESS

Sales Support

Growth Framework



- Materials
 - Powerpoint
 - Data Sheets
- Demo Schedule
 - Ad-Hoc
 - Scheduled
 - Sales Engineering