# Marketing, Sales Support, Lead Generation

Checklist Marketing/Sales Launch



Marketing / Sales Support Process

01

# Sales Marketing Launch

Checklist



#### Marketing / Sales Support Process



## Sales Readiness

**Checklist New Location** 

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

## Social Content Marketing

Marketing / Sales Support Process





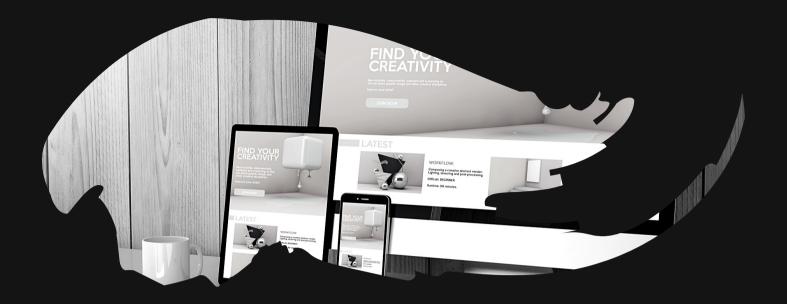
### SOCIAL CONTENT MARKETING

**Required Items** 

#### • Create / Establish

- Facebook
- Instagram
- Tiktok
- Pinterest
- Automate
  - Facebook
  - Instagram
  - Tiktok
  - Pinterest

Regional Image / Video Assets





- Website

**Required Items** 

• 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 AdsBing AdsFacebook Ads



**Online Directories / Citations** 

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



**Review Sites** 

- Yelp
- Glassdoor
- Next Door





**Positive Reviews** 

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



Social Pages

• Facebook Business Create • Linkedin Business Create Instagram Business Create Twitter Business Create • TikTok Business Create



- Name
- Address
- Phone Number

### CONSISTENT NAP

Accurate Information



### STRUCTURED DATA

Indexing - The "Business Card for Search Engines"

- Hours
- Address
- Menu
- Website
- Phone Number

#### • Departments / Services / Products (Multiple)



#### • **Inbound Link** from a high authority site - WITH:

- Your City
- Your Neighborhood
- Key Term

### INBOUND WITH LOCAL ANCHOR

Local Inbound Authority



#### ON-PAGE LOCATION + KEYWORD OPTIMIZATION

Local Authority

#### • "Chicago IT Services" vs. IT Services

#### **Growth Framework**



		Business Plan	Positioning	Marketing Plan			
Market Problems	Market Definition	Pricing	Buyer Experience	Revenue Growth			
Win/Loss Analysis	Distribution Strategy	Buy, Build or Partner	Buyer Personas	Revenue Retention			
Distinctive Competencies	Product Portfolio	Product Profitability	User Personas	Launch			
MARKET	FOCUS	BUSINESS	PLANNING	PROGRAMS	ENABLEMENT	SUPPORT	
Competitive Landscape	Product Roadmap	Innovation	Requirements	Awareness	Sales Alignment	Programs	
Asset Assessment			Use Scenarios	Nurturing	Content	Operations	
			Stakeholder Communications	Advocacy	Sales Tools	Events	
				Measurement	Channel Training	Channels	

• Materials

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

### SALES READINESS

Sales Support

#### rpoint Sheets