

Online Marketing Starter Checklist

1. Define Your Online Marketing Goal

- Decide what you want to achieve (e.g., more traffic, leads, sales).
- Make your goal clear and measurable.

2. Understand Your Audience

- Identify who your ideal customer is.
- Research their interests, habits, and problems.

3. Set Up a Simple Website or Landing Page

- Choose a platform like WordPress or Wix.
- Include key pages: Home, About, Services, Contact.

4. Pick Your First Marketing Channel

- Choose one platform (e.g., Instagram, Blog, Email) to focus on.
- Match the channel to your audience's behavior.

5. Create and Share Useful Content

- Write blog posts, make short videos, or design infographics.
- Focus on solving problems or answering questions.

6. Track and Improve

- Use free tools like Google Analytics or social insights.
- Watch what's working and adjust your strategy.

Bonus: Stay Consistent

- Create a content calendar.
- Keep showing up - even small actions compound over time.