



# Digital Marketing Checklist for Small Businesses



## Establish a Consistent Brand Identity Across All Platforms

Crafting a strong brand identity is about more than just a logo; it's about creating a visual and emotional connection with your audience. Ensure that your brand's voice, colors, fonts, and overall design are consistent across your website, social media profiles, business cards, and any other platforms where your business is present. This not only increases brand recognition but also fosters trust and reliability in the eyes of your potential customers.



## Enhance Website User Experience with Clear CTAs and SEO Strategies

Your website is often your first impression, and you want it to be a compelling one. Implement clear Call-to-Actions (CTAs) that guide visitors towards desired actions, whether it's making a purchase, signing up for a newsletter, or contacting you for more information. Also, invest in Search Engine Optimization (SEO) to improve your site's visibility on search engines like Google. This includes optimizing meta tags, creating quality content with relevant keywords, and ensuring your website is mobile-friendly.



## Experiment with Diverse Paid Advertising Channels

Don't put all your eggs in one basket when it comes to paid advertising. Experiment with various platforms like Google Ads, Meta's advertising solutions (formerly Facebook), LinkedIn, and even BBB's Business Directory. Each channel offers unique targeting options and reaches different demographics, providing you with the opportunity to tap into new markets and maximize your advertising ROI.



## Leverage Email Marketing to Nurture Customer Relationships

Email marketing is a powerful tool for building and nurturing relationships with your existing customers. Utilize your current customer list to send out informative newsletters, exclusive offers, or updates about your business. Personalization is key here—addressing customers by name and offering tailored recommendations can significantly increase engagement and loyalty.



## Build Authentic Engagement on Social Media

Social media isn't just about posting your promotions. It's a two-way street that requires authentic engagement. Respond to comments, participate in conversations, ask for feedback, and create interactive content like polls or live Q&As. Showing that there are real people behind your business profile makes your brand more relatable and trustworthy, encouraging more user interaction and loyalty.



## Outshine Competitors with Exceptional Customer Service

In an age where consumers can easily choose big box stores, setting yourself apart with unparalleled customer service is key. Ensure your team is responsive, empathetic, and solution-oriented whether they're interacting with customers in person, over the phone, or online. Remember, positive customer experiences are not only memorable but they're also sharable, potentially leading to word-of-mouth referrals.



## Utilize Free Resources from BBB to Boost Your Business Credibility

Take full advantage of [free resources provided by BBB](#), such as your BBB Business Profile and digital Accreditation Seal. Displaying the seal on your site and linking to your profile can enhance your credibility, as it shows customers that you're committed to maintaining high ethical standards and trustworthiness. Plus, your business profile is an additional platform for collecting and showcasing customer reviews, which can be a powerful influence on prospective customers' buying decisions.