



THE ONLINE MARKETING CHECKLIST

Want to stand out in a crowded market? Effective marketing fundamentals are essential to make your business thrive. This checklist helps you make sure you have what you need to build a strong online presence and cultivate real, personal connections in order to propel your business to success.

DEVELOP REAL PERSONAL CONNECTIONS

- Share 1 home and garden blog post a month** to reach a wider audience
- Write 1 industry-related blog post a month** to position yourself as a real estate expert
- Send a monthly e-newsletter** to keep your network engaged and your name at the top of their inbox
- Initiate 1 direct mail campaign a month** to put your brand directly in your network's mailbox
- Form a partnership with a local business** to increase your visibility and reach a new audience
- Participate in 1 networking event quarterly** to connect with fellow professionals
- Engage in two community events annually** to deepen your connection to your local area
- Make it a habit to post a personal update at least once a month**, share about kids' soccer games, personal hobbies, or new interests
- Connect each month by sharing at least one personal or business milestone** like recent or upcoming big birthdays, anniversaries, or accomplishments

KEEP THE CONNECTIONS GOING

- Reconnect with 3 past clients a month** with a personal phone call
- Gather and share positive client feedback** on your social media pages and website
- Follow up with potential leads within 24 hours of initial contact** to express your interest in helping them achieve their goals
- Schedule regular check-ins with current clients** to keep in the loop of important updates

STRENGTHEN YOUR SOCIAL MEDIA

- Post industry insights once a week** to keep your network informed
- Share lifestyle content posts twice a week** to expand your reach and keep your audience captivated
- Get personal** by sharing the latest book you read, career milestones, or family updates on a regular basis
- Be actively engaged** by responding to comments, questions, and messages

OTHER ESSENTIALS

- Social media business pages** to connect with your target audience
- Business cards** that make you stand out in the crowd
- Build a professional website** to capture leads
 - Create an "About Me" section** showcasing your expertise and personality
 - Place contact information in the footer** to be easily located
 - Make the website mobile-friendly** for all users
 - Incorporate clear calls to action** on all pages