



# Social Media Marketing Checklist

For

Small Business Owners

## Social Biz Checklist: *For Small Business Owners*

**Are You Ready?** -- Ready to get into Social Biz action with a social media marketing toolkit to grow your small business?

Use the **Social Biz Checklist** to assess your present “social biz” situation. Use the **Social Biz Quick Start Guide** to guide your action planning and schedule your tasks.

You will also want to check out: 1) [Social Biz Local Biz](#) for marketing tips for small local businesses and 2) the tutorials at [Social Biz Start](#) (where you will find video & text tutorials to help you learn how to use social media). It ties right in with the **Social Biz Checklist and Quick Start Guide** with detailed step-by-step help to implement your powerful new Social Biz marketing plan.

|  |     |    |
|--|-----|----|
| Do you have a Facebook profile and customized Facebook Page (business “fan” page) where you engage with prospects and customers?   | Yes | No |
| Have you located at least one niche marketing site where you participate and network regularly?  | Yes | No |
| Have you claimed your local search listings (e.g. Google Places, Bing Local, and Yahoo Local) and optimized your traffic by creating short, juicy marketing profiles?              | Yes | No |
| Do you have a prospect-attracting, well-designed and flexible web site to function as the hub (or home) for your Social Biz network?   | Yes | No |
| Does your web site have a blog with regularly updated customer-attracting information?   | Yes | No |
| Are your web pages designed to make it easy for people to join your marketing list, join your social networks and share your information with others?                              | Yes | No |
| Are your profiles, social networking sites, marketing hub (blog) and other internet marketing locations linked together to move visitors into and through your marketing pipeline? | Yes | No |
| Are you using browser and social media tools to reduce social media time and effort?   | Yes | No |
| Are you using both online and “offline” marketing methods, working together, to generate traffic that flows into your marketing pipeline?  | Yes | No |
| Do you have a system for staying in touch with your Social Biz communities and for follow up with prospects and customers?   | Yes | No |

## Scoring

Total # of “Yes” responses \_\_\_\_\_

- 1-3** You don't **YET** have a Social Biz foundation for using social media as a real marketing tool to grow a business network and sell more products/services.
- 4-8** You **ARE** attracting prospective customers/clients and building a marketing list. You're selling some products/services and building a network.
- 9-10** Congratulations! You are well on your way to Social Biz **SUCCESS!** You are gaining influence, growing a large business network and selling more products/services.

We invite you to check out Social Biz Local Biz, join our community and take action on developing a powerful Social Biz to build a large business network and sell more products/services.

Warm regards,

Kate L Williams, Social Media Enthusiast and Small Business Champion

