

# Saltoria's 'quick win' Marketing Checklist

**Saltoria**  
MARKETING

## Define your agenda

- ☐ What are your objectives?
- ☐ What resources do you have?
- ☐ What are your competitors doing?
- ☐ What's worked in the past?
- ☐ What hasn't worked in the past?
- ☐ What's trending in your industry?

## Focus on social media

- ☐ Choose platforms carefully
- ☐ Assess time/resource
- ☐ Engage and interact regularly
- ☐ Don't be too salesy
- ☐ Listen to your audience
- ☐ Be direct when possible
- ☐ Learn as you go
- ☐ Be creative!

## Have a solid distribution plan

- ☐ Choose relevant social media
- ☐ Consider starting a newsletter
- ☐ Create videos / Host on YouTube
- ☐ Embrace local press
- ☐ Research local newsletters
- ☐ Consider industry channels
- ☐ Explore event opportunities
- ☐ Embrace email marketing

## Embrace your community

- ☐ Work with other local businesses
- ☐ Create a referral programme
- ☐ Collaborate with others
- ☐ Support & promote each other
- ☐ Sponsor local teams / companies
- ☐ Advertise locally e.g. print promo with a QR code to your website

## Essential 'quick wins'

- ☐ Keep your Google Business profile up to date always!
- ☐ Update social media every week
- ☐ Ensure your website is up-to-date
- ☐ Ask for reviews!
- ☐ Create seasonal offers
- ☐ Ask for customer feedback

## Be open to ideas!

- ☐ A referral programme?
- ☐ Joint local events
- ☐ Explore micro-influencers
- ☐ Be open to storytelling (and video)
- ☐ Give loyal customers 'early access'
- ☐ Look into local Facebook advertising
- ☐ If a service based business - try different opening hours