



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

