



Weekly Marketing Checklist

V-Squared Creative Weekly Marketing Checklist

To Do List:

- Update Facebook at least 5 times per week
- Update 2 of 3 at least 5 times per week (Choose 2):
LinkIn, Pinterest, or Instagram
- Post to Twitter everyday at least 5 times per day
- Log on to all social media sites and engage with follows/fans 2 times a day
- Write and post at least 1 blog post per week
- Write at least 5 'Thank You' notes to current customers
- Write at least 1 guest blog post and submit it to 5-7 relevant blog owners
- Write at least 1 email per month to be sent to your list making a relevant offer
- Get at least 1 new testimonial from a current customer
Video, audio or text
- Create at least 1 new magnet with landing page and opt-in per month

Crib Notes

Introduction

Welcome and thank you for downloading our Weekly Marketing Checklist! Here you will find some brief notes on how to get the most out of your weekly marketing. Note that most of these tasks are to be done on a weekly basis, but that some of them only need to be done once per month.

The key with any marketing that you do is to be consistent and always looking to improve your results through testing and tracking. In today's environment marketing has become much more of a marathon than a sprint. Of course you will want to continue to implement the strategies that are currently generating leads for you, and use this checklist as a way to supplement your current marketing efforts.

Focus on creating relevant/useful content and delivering value to your prospects and customers and you will win the marketing game. And remember, if you get stuck or need some clarification, please do not hesitate to reach out...send your questions to hello@vsquaredcreative.com and we'll do our best to answer them. Ready? Let's dive into a few of the particulars...

At Least 5 Facebook Updates per Week

Facebook is by far the most popular social media site on the planet in terms of sheer numbers. With over 1 billion users it is the granddaddy of them all and you need to be there. To make it work, you need to post consistently a combination of curated and owned content.

Curated content would be things like links to other people's content, quotes, news articles relevant to your industry, etc.

Owned content would be your own blog posts, status updates, videos, images, etc. Use a service like Buffer or Hootsuite to pre-load content and drip it out over a period of time.

At Least 5 Updates per Week to LinkedIn, Instagram, and/or Pinterest (Choose 2)

If you serve business customers then you will want to choose LinkedIn and probably Instagram. If you serve consumers then you will want to choose Instagram and Pinterest.

Keep in mind that it really boils down to who your target market is and where they are hanging out.

If you use Instagram and/or Pinterest keep in mind that these platforms are very visual in nature so you will want to use high quality, visually appealing images.

Write and Post at Least One Blog Post per Week

An active blog is great for engaging with your site visitors and does wonders for your SEO efforts. Google in particular loves fresh, new content and will reward you accordingly. (Don't forget to optimize your posts with the Yoast SEO plugin if you are using Wordpress!) Having trouble figuring out what to write about? Here are 10 ideas...

Interviews - can you interview someone in your industry, a client, a vendor, a company owner, or anyone else that can bring value to the conversation? This can be done via text or even video.

Lists - FAQs, tips/tricks, resources, need-to-know facts...these all make great lists and are easily consumed by a reader.

Case Studies - do you have a success story you can tell? Case studies make great posts.

Company News - anniversaries, milestones, publicity and more can be used for an effective blog post.

How-to Post - do you have a process or demonstration that would be useful to your audience. Video works great here too.

Reviews - this could be a book review, product review, industry review, trend review or any other review that would be interesting and useful to your readers.

Personal Story - everyone loves hearing success stories or how people have overcome an obstacle to reach their goals.

Checklists - (like this one!) Checklists are handy and provide a ton of value

Inspirational or Motivational Post - everyone needs some motivation. Do you have a favorite quote or story you can use to motivate your readers?

Poll or Quiz - we love taking quizzes or participating in polls...what can you create around your product, service, or industry that will be relevant and interesting to your customers?

After you have posted your blog article be sure to upload it to your social profiles and email your list the link.

Post to Twitter at Least 5 Times per Day

Twitter is a very fast-moving, dynamic social platform. Your posting needs to be much more frequent on here to get noticed. Short, pithy posts that are intriguing work the best.

Use ManageFlitter.com to build a following. More on that in the next section.

Twice per Day, Engage with Followers and Fans

Respond, retweet, comment, and post to your fans and followers, on others' feeds, and to influencers in your industry.

Be as active and engaging as possible. This helps you build authority with your audience and establish a relationship with prospects and customers. Being active lets others know that there is an actual human on the other side of that social profile.

For Twitter in particular, use ManageFlitter.com to build a following. Each week (say Monday morning), log into Manage Flitter and follow 100 or so Twitter users. The next week go back in and unfollow any of those who haven't followed you back and follow another 100. Keep this up week in and week out and you will build a nice following of targeted users very quickly.

Write at Least 5 Thank You Notes to Customers

The goal isn't to pitch them anything or ask for something. It's simply to say "Thank You" to a valuable person in your life.

The note should be personalized, hand-written/signed, specific, and non-salesy. This high touch approach is uncommon in today's world and will go a long way.

Write at Least One Guest Blog Post and Submit it to 5-7 Relevant Blog Owners

To find relevant blog owners hit Google and search for "keyword/industry guest blog post" or something along those lines. Pick a dozen or so that you think would be good. Check their site to see if they accept guest blog submissions and read their post guidelines if they do. Note that a lot of bloggers may not have a link on their site about guest blogging, but that doesn't mean that they won't accept guest posts.

Send them a brief email with your post idea and ask them if they accept guest blog posts. Make sure your post is content and not just a thinly veiled ad. It make take some time to build up enough trust for them to work with you, but this strategy can get you lots of traction once it takes hold.

Write at Least One Email Newsletter per Month to Your Email List

No list? No problem; you can start building one today. If you don't have one already, you need to add an opt-in form to your website that offers something of value in exchange for their name and email. (More on this in just a bit)

Next, if you have a store or office where customers come in you can create simple sign up cards that they can fill out to join your list. If you are offering something of value and make it known that you want them to join your list you'll be surprised at how easy it is to get new subscribers.

Now that you have a list, you should email them at least once per month (but ideally 3-4 times per month). At least one of these messages should be a special offer, a new product/service offering, a holiday offer, a sale, or something to get them to buy.

Get at Least One New Testimonial from a Client per Week

Social proof is one of the most powerful ways we can build trust. And the client testimonial is one of the most versatile ways of demonstrating that proof.

Testimonials can be captured in a variety of ways: plain text, video, audio, etc. and used in a variety of ways: on sales material, on your website, in emails, on social media, in conjunction with other media, and on and on.

My favorite tactic for gathering testimonials is by following a simple formula: EAR.

Earn - You have to earn the testimonial by delivering a high quality product of service.

Ask - You have to ask for it. Seems obvious enough, but most don't get testimonials because they simply don't ask for one.

Reward - You should reward the behavior. Maybe this is a coupon or discount, something value added, or just a note of thanks.

Create at Least One New Lead Magnet and Landing Page with Opt-in per Month

A lead magnet is something of value that you deliver to your prospects in exchange for something of value. That could be money but usually means a contact name and email. There are several types of lead magnets that you could create including:

- Report/guide (text-based or video)
- Cheat sheet
- Trial offer or discount of some sort
- Sales kit
- Resource list or checklist (like this one!)
- Coupon

There are a few things to keep in mind when developing your lead magnet...

- It needs to solve a very specific problem for a specific market
- It promises one big thing (instead of a bunch of little things)
- It offers immediate gratification
- Has high perceived value
- Is actionable or results oriented
- Can be consumed quickly

Using a targeted lead magnet is the single best way to generate new leads very quickly.

After you have created your lead magnet, you'll need to host it somewhere where it can be downloaded easily. My preferred method is on a dedicated landing page. This is usually just a one page mini-site that has a sole purpose: get people to download your lead magnet. This means that it needs to have an opt-in form where people can enter their contact info. Once their info has been submitted an email is sent to them with a link to your lead magnet. Now you have a hot prospect added to your email list that you can market to over and over again.



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Wrap Up

As we said in the beginning, you are going to get the greatest results by doing as many of the items on this checklist as consistently as possible. We understand too that your business may be somewhat different and not everything on this checklist is going to apply. That's ok. Keep what is applicable and discard the rest. There is one item on the list however, that I think is appropriate to EVERY business. That's the very last item on the checklist.

Every business on the planet could benefit from having a lead magnet and landing page to collect leads with.

I also know that it can be somewhat overwhelming to do all that work yourself.

In order to help you with this, we have created a program called ContentROI that does all the heavy lifting for you at a very affordable price. If you'd like more info on this program please visit: vsquaredcreative.com/contentroi and watch the short video there that explains the process.

If you like what you see, just put in your contact info and a project manager will get you further details.

Thanks again for downloading our checklist and let us know if we can help!