Pre-Marketing Checklist

Before we can hit the gas on marketing, we need to ensure things are set up and connected properly so your efforts will succeed.

This list breaks everything down into the four essential areas that work together to build your brand, generate leads, and convert:

- Website
- Third Party Social Channels
- email
- Content

As you go through the list, you'll see that some of these items will be provided by Seven. You'll find them in your Google drive. Please ensure all items below are completed. If you have questions on anything, please reach out to your Seven team.

Website		
Messaging	✓	• Messaging speaks to ideal customer profile (ICP) on all pages

SEO Updates	✓	• Google My Business Page is set up and optimized
		• Meta titles are in place on all pages
		  o 60-70 characters
		  o Include 1 focus keyword
		• Meta descriptions are in place on all pages
		  o 160 characters
		  o Includes 2-3 keywords
		• Page keywords
		  o 2-3 focus keywords on each page
		    ▪ Page specific
		• Cross linking
		  o Each page has 2 crosslinks to other pages within text

Google	✓	• Google Search Console is set up • Google Analytics is set up • Google Tag Manager is set up (if appropriate)
Lead Magnets	✓	• "Booking" button is in navigation • Contact Us form is on bottom of every page • Newsletter flyouts are live on website

Forms	✓	• Forms are connected to email system • Automations are set up on form completion

Third Party Social Channels & Hosting Platforms

Facebook	✓	• Corporate page is set up
		    o Profile picture
		    o Banner picture
		    o All details filled out
		• Business Manager is set up
		• Ads Manager is set up
		• Facebook pixel is live and triggering

LinkedIn	✓	Corporate
		• Corporate page is set up
		    o Profile picture
		    o Banner picture
		    o All details filled out
		• Sponsored Ad manager is set up
		• LinkedIn Insights pixel is live and triggering
		Personal
		• Personal page is set up and optimized
		• Sales navigator is signed up for
		• 3 saved searches are complete
		• Templates for outreach are saved down (these are provided by Seven)

Twitter (if applicable)	✓	Personal • Personal page is set up and optimized • Ads account is set up • Twitter pixel is live and triggering

YouTube (if applicable	✓	• YouTube page is set up
		    o Profile picture
		    o Banner

Google Ads (if applicable)	✓	• Ad account is set up • Google Ads pixel is live and triggering

Email

Automation	✓	• Content is built for all email automations • All form automations are triggering
Newsletter	✓	• Newsletter template is built (Seven to provide/assist) • Lists are segmented and solidified
Campaigns	✓	• Seven Group SendGrid API is activated • Lists have been uploaded to the system • Test campaign has been deployed • If not using Seven functionality, other email capability (MailChimp etc. identified and process for using Seven content tested)

Content		
Blog	✓	• Content backlog has been completed with 25 topics • Blog posting training has been watched • Blog guidelines have been reviewed • Content blog process has been established
Video (if applicable)	✓	• Video series name has been established • Guests and/or topics have been identified • Video intro animation has been developed (Seven to provide) • Editing tools (Canva, Veed) have been purchased
Podcast (if applicable)	✓	• Podcast series name has been established • Guests and/or topics have been identified • Podcast intro has been recorded • Podcast logo has been developed (Seven to provide) • Podcast hosting platform has been established • Editing process has been established
Social graphics	✓	• Canva training has been watched • 3-4 social graphic templates have been created (Seven to provide)