



INTERNAL PROFITS

KEEPING YOUR BUSINESS ALIVE

Branding Online

Notes:

(Complete by checking each line item below)

Legal Business Name__Domain__ Hosting__SSL__ Pro Email__
Logo__ Slogan__ Mission__Trademark__Equal Opportunity__
Content:__Keywords__ CTA__Context__Pictures__Videos__
Website__ (**WordPress Recommended!**)__
Google My Business__ Bing Places__ & Yelp__
Social Media Profiles: Facebook__ IG__ Twitter__LinkedIn__Pinterest__
Directory Listings: BBB__ YP__ MapQuest__Yext__Other__
Online Reviews (Is a Rebrand Needed?)__

On-Going: Marketing & Management Systems

Once your business is online, what do you want to manage yourself or have managed for you, based on your business goals, time, & budget?

List, goals and current systems:

Marketing Examples

Brand Awareness & Impressions
Website Visits
Social Media Engagement
Pay-Per-Click
Search Engine Optimization SEO (on-page & off-page)
Video Views
Lead Generation
Website Conversions
Downloads
Other

Marketing Goals



SEO & Keyword Research
Content Writing (Blogs/PR)
Website Landing Pages & Forms
Pay-Per-Click
Email Marketing
Video/Photography Production
Social Posting & Ads
Seasonal Ads/Campaigns
Reviews & Reputation Management
Marketing/Branding Management using Analytics & Data
Performance Indicators
Other

Marketing & Brand Management

How are you planning or currently managing your brand online (responding to reviews, social post, campaigns, website leads, etc.)? What needs work and how are you maximizing what is working best?

Budget:

Action Plan:

Need Branding & Marketing Help?

Call, Patrick for a Free-Consultation



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