

Branding & Marketing Checklist for small business and startups.

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Printed Marketing Collaterals

Company Brochure:

Talks about your organization in general way and also about your product and services in a brief manner.

Folder:

It's a document holder with two or single folder and will got to your customers, vendors or any other external communication. Keep it simple with less information and clear contact details.

Product collaterals: This includes product brochures, flyers, etc with a prominent contact back information along with a persons name preferably.

HR Docs: This is important for you to attract talent. Have a single page "why to work with us" sheet highlighting the infor about you organization, which should be kept in the company folder along with other documents.

Digital Marketing Assets

Website:

You might already be having one and if not go for it. Its absolutely necessary. And once you have one ensure that you use it in all your communication.

Emails:

I know it sounds funny to talk about this but just a word of caution that create separate email accounts for sales, marketing, customer care, hr, info, and employee name as they are and certainly not like james-coolguy@yourdomain.com

Email Stationery: Make sure you have an email template complete with a signature. its really easy to create it with any email client like Outlook etc. Your marketin/sales can also benifit from promoting products/service through email signatures.

Company Blog: Get your marketing/sales/tech guys to run this blog. It makes sense to talk about your achievement or to provide a place for your customer to give you a feedback. But just make sure that there is somebody to man it.

Social Media: This also depends on the availability of the manpower to create profiles on various social media channels.

Printed Stationery

Letterheads:

With logo, address, contact info and any certification detail like ISO or CMMI or your industry specific achievements.

Envelopes:

Large small or any other size with a logo and mail back address.

Business Cards:

Get creative here. This will go in more hands than you think.

Printed Notepads:

This wont cost a fortune but emphasize on how much you care about you brand.

Blank Cards:

Keep some blank cards handy for people who face the world a lot. Can be used for thank you notes at hotels, conferences and informal meet-ups.

Labels:

Get some labels printed with your logos and some basic contact info like website or phone number. Can be used at multiple places.

A small suggestion

The success of all of it depends on how well you execute it. keep your goals clear, and ensure that you remain creative in approaching all the areas enlisted here. This will help you pack in more value for your money.

If you are a startup I will be more than happy to help you figure out how you can do this. You can reach me at :-

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