



**MARKETING
SOLUTIONS**

STRATEGY. CLARITY. RESULTS.

Marketing Plan Checklist

A practical marketing checklist created by IP Marketing Solutions to help businesses stay organized, improve visibility, strengthen branding, and support long-term growth. Whether you're reviewing your current strategy or preparing for a new campaign, this guide can help you focus on the areas that matter most.

1. Brand & Business Foundation

- Clearly define your business goals and ideal audience.
- Make sure your logo, colors, and messaging are consistent.
- Review your contact information across all platforms.
- Confirm your website reflects your current services and branding.
- Ensure your Google Business Profile is accurate and updated.

2. Website & User Experience

- Check that your website loads quickly on desktop and mobile devices.
- Test all forms, buttons, and navigation links.
- Verify service pages clearly explain what you offer.
- Add strong calls-to-action throughout the website.
- Review accessibility, readability, and mobile responsiveness.

3. Search Engine Optimization (SEO)

- Review title tags and meta descriptions for important pages.

- Make sure location keywords are included naturally.
- Check for broken links or outdated content.
- Add internal links between related pages and blog posts.
- Update or publish helpful content regularly.

4. Social Media & Content

- Create a consistent posting schedule.
- Use branded graphics and high-quality visuals.
- Mix educational, promotional, and community-focused content.
- Review engagement trends and audience activity.
- Make sure profile information matches your branding.

5. Advertising & Lead Generation

- Review Google Ads and paid campaign performance.
- Check that landing pages match ad messaging.
- Track conversions such as calls, forms, or purchases.
- Monitor budget allocation and keyword performance.
- Retarget previous visitors when possible.

6. Reporting & Growth Tracking

- Review website traffic and user behavior monthly.
- Track which services and pages perform best.
- Monitor call tracking and form submissions.
- Compare campaign performance over time.
- Set realistic goals for long-term growth.

Marketing works best when strategy, consistency, and ongoing improvements work together. If you need help reviewing your current marketing performance or building a stronger online presence, the IP Marketing Solutions team is here to help.

IP Marketing Solutions

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www.ipmarketingsolutions.com