

M.R.K.E.D CHECKLIST

Please complete the information below, tailored for your personal use, to help pave the way for your success!



MEDIA DOCUMENTATION:

- ☐ Have you captured photos showing **engagement in the classroom** or out of the classroom for marketing and educational purposes?
- ☐ Have you taken photos to demonstrate the impact of your service or product?
- ☐ Are the photos **high-quality** and **appropriate** for sharing on marketing channels?

REVIEW REQUEST:

- ☐ Have you requested that **satisfied** customers provide a review on platforms such as **Google My Business, or Facebook**?
- ☐ Utilize the QR code that **corresponds to the Google Business Profile** associated with your **nearest physical location** to streamline customer access to your services.
- ☐ **LEAD** your clients through the review process with clarity and ease. Encourage them to detail their **class or educational high points, comment on the timeliness and friendliness of service, and share whether they would endorse your business to friends and family.**

KNOWLEDGE SHARING:

- ☐ Have you developed and shared educational content that not only informs but also **highlights additional products or services** your business offers?

ENGAGEMENT ENHANCEMENT:

- ☐ Are you **actively encouraging** customers to interact with your content through likes and shares on social media platforms? (Facebook likes, Instagram likes, etc.)
- ☐ Did this class yield any **new** Q&A's that could be used in marketing?

DEVELOPMENT FEEDBACK LOOP:

- ☐ Do you have a process for reviewing customer feedback and incorporating it into **your service or product improvements**?
- ☐ Are you **committed to continually** refining your marketing efforts based on what works best, as evidenced by customer engagement and satisfaction?

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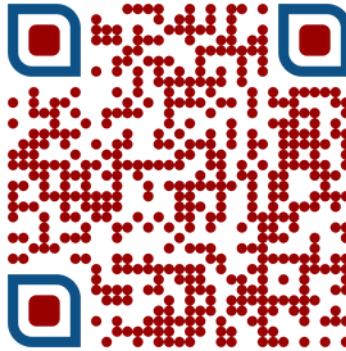
Please direct clients to scan the QR code that corresponds to the nearest Google Business Profile location for streamlined and location-specific review submissions.



BOULDER CO:



DENVER CO:



GOLDEN CO:



SAB#1 CO:



Additional Notes:
