



TAKING ACTION:

Effective Ways To Market Your Company

Read the e-book [Effective Ways To Market Your Company](#) and then complete this worksheet.

One of the best ways to market your company is a website with a custom .com domain name. It's important that your website has the following pages and features:

- ☐ Homepage
- ☐ Menu
- ☐ Solution page
- ☐ About us / team page
- ☐ Contact page
- ☐ Testimonials
- ☐ Sales page

If you already have a website, or are planning to develop one, ask yourself: Does your site or plan include these key elements? If not, spend some time fleshing out anything that is missing.

- ☐ Company name, logo, domain name, tagline
- ☐ The problem you are solving
- ☐ The solution to said problem
- ☐ Your competitive advantage

Are you following common website design principles? Answer the following questions:

- ☐ How text-heavy are your web pages?
- ☐ Is your value proposition clear and concise? Is it front and center on your homepage?
- ☐ Are you using a lot of industry jargon people may not understand?
- ☐ Are you embracing the idea of "show, don't tell?" Are you able to get custom photos or imagery to show off your product or service?

Do you have a plan to get customers to your website? Make sure you consider:

- ☐ Do you have a custom email address and an email marketing plan?
- ☐ What social media platforms will help you reach your target customer?
- ☐ Is digital advertising something you are ready to explore?
- ☐ Do your videos, social posts, and written content include a link back to your website?
- ☐ If you will have invoices and product labels, have you included your logo, domain name, and other contact info?

Lastly, think about how SEO could benefit your company. While there's huge value in a search engine offering up your website on the first page of a customer search, in the very beginning, most of your business isn't likely to come from search engines. Consider if you have the time and budget to invest into good SEO practices, or if there are better entry channels for your business, before deciding if it's a priority for you.