

## CURRENT MARKETING CHECKLIST

Screen shot all your current marketing channels below and paste into one document for review or print and gather.

### Digital

- Website \_\_\_\_\_
  - Blog \_\_\_\_\_
  - E-newsletters \_\_\_\_\_
  - App \_\_\_\_\_
  - Podcast \_\_\_\_\_
  - Videos \_\_\_\_\_
  - Digital Downloads (lead magnet, workbooks) \_\_\_\_\_
  - Email signature \_\_\_\_\_
- \*bonus hack: <http://bit.ly/AeEmailsig>

### Social Media

- Instagram \_\_\_\_\_
- Facebook \_\_\_\_\_
- Linked In \_\_\_\_\_
- You Tube \_\_\_\_\_
- Twitter \_\_\_\_\_
- Pinterest \_\_\_\_\_
- Clubhouse \_\_\_\_\_

### Print Materials

- Direct Mail (Postcards, Letters) \_\_\_\_\_
- Media Kit \_\_\_\_\_
- Brochures \_\_\_\_\_
- Business cards \_\_\_\_\_
- Stationery \_\_\_\_\_

### Advertising

- Print Magazines \_\_\_\_\_
- Social Media Ads \_\_\_\_\_