

Essex Small Business

Marketing Checklist

A practical, no-jargon checklist covering the marketing basics every small business in Essex needs to get right. Work through it section by section — tick what you've done, note what needs attention.

Your Brand Foundations

- **You have a clear, consistent logo**
Used correctly across all materials — same colours, no stretching or distorting
- **Your brand colours are documented**
You know your exact hex codes or Pantone references
- **Your fonts are consistent**
The same typefaces used across website, print and social media
- **You have a written tone of voice**
You know how your brand sounds — and your team does too
- **Your email address uses your domain**
Not Gmail or Hotmail — hello@yourbusiness.co.uk builds credibility

Your Website

- **Your website loads in under 3 seconds**
Test with Google PageSpeed Insights — speed affects your Google ranking directly
- **Your website works on mobile**
Over 60% of local searches happen on a phone
- **You have a clear call to action on every page**
What do you want visitors to do? Phone, email, book, buy?
- **Your contact details are easy to find**
Phone number and email visible without scrolling
- **You have an SSL certificate**
Your URL should start with https:// — Google penalises sites without it
- **Your Google Analytics is set up**
You should know how many people visit your site and where they come from

Google & Local SEO

- **Your Google Business Profile is claimed and complete**
Add your opening hours, photos, services and description
- **Your NAP details are consistent everywhere**
Name, Address, Phone — identical on website, Google, directories

- **You have at least 10 Google reviews**
Ask every happy customer — it directly impacts your local search ranking
- **You respond to all Google reviews**
Both positive and negative — it signals engagement to Google
- **You post on Google Business Profile regularly**
Even once a month helps your visibility

Social Media

- **Your profiles are complete and branded**
Profile picture, cover image, bio and website link — all filled in
- **You post consistently**
Inconsistency is worse than infrequency — pick a schedule and stick to it
- **You use local hashtags and location tags**
#Colchester #Essex #EssexBusiness — helps local people find you
- **You engage with comments and messages**
Social media is a conversation, not a broadcast

Content & Email

- **You collect email addresses from customers**
A simple signup on your website or at point of sale
- **You send regular email updates**
Even a quarterly newsletter keeps you front of mind
- **You have at least 4 blog or social posts planned**
Consistent content builds authority and helps SEO
- **You share case studies or customer stories**
Real results from real customers are your most persuasive content

Print & Physical Marketing

- **Your business cards are up to date**
Including current email, phone and website
- **Your signage is consistent with your brand**
Vehicle graphics, shop front, exhibition stands
- **Your printed materials use correct resolution**
300dpi minimum — blurry print damages credibility
- **Your print colours match your digital colours**
Print uses CMYK — different from screen RGB

Need help working through this? We offer a free 30-minute chat — no jargon, no pressure. thinksay.co.uk/contact